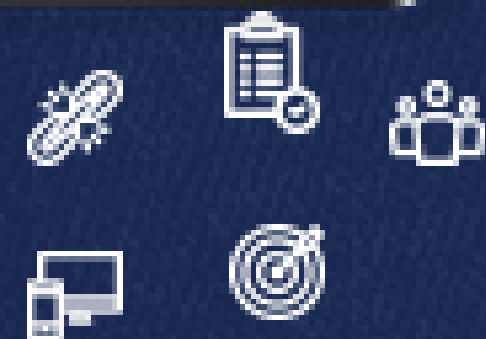torilo academy

DIGITAL MARKETING ADVANCED
SYLLABUS

Schema (Structure Data Markup)

1. What structured data is
2. How Google uses structured data
3. In Depth refining of keyword and implementation
4. Who benefits from structured data, and why you need to implement it
5. The options you have for adding structured data, and the method that Google wants us to use
6. Where to go to find out what structured data you can include
7. How to create the code with minimum (or zero) programming skills
8. The importance of checking in with Google before implementing structured data on your site
9. The free tools you can use to help build and test your structured data
10. How to create a wide range of structured data "types" that you could include on your site
11. The methods you can use to insert the structured data into your website
12. The relationship between tags, triggers and variables in making your structured data flexible enough to be used on multiple pages on your site
13. All about the Wordpress plugin to use to implement structured data and how this approach means zero programming skills. If you can point and click, you can implement structured data on your site

14. About the Google Search Console tools that can help troubleshoot structured data on your site, and the one Google Console tool you should not use to create your structured data

Advanced SEO audit

1. Using advanced tools like screaming frog
2. Using online tools for different auditing
3. In depth keyword research using keyword tools

Social Media Marketing

1. In-depth Audience targeting
2. How to use a custom and lookalike audiences effectively
3. Stacking and bidding scaling
4. Split testing (5 Adsets)
5. Use of Google keyword planner and analytics