

Introduction

course overview

4 Best Free Digital Marketing Tools to Go Viral

Course Resources

FAQ's

digital marketing demystified

Market Research

Intro

How to Find a Hungry-to-Buy Audience with 3 Simple Questions

How to Get Responses to Your Survey

How to Analyse Your Survey Results

How to Get Valuable Feedback Without Sending a Survey

Make a Website

Why Use Wordpress vs. Wix, Weebly etc?

WordPress.com vs.WordPress.org

How to Make a Website in 10 Mins - Simple & Easy!

How to Set Up Your Business Email in 5 Mins

How to Add Your Domain Email to Gmail

How to Activate Your Free SSL Certificate in 1 Click!

How to Verify WHOIS Information [IMPORTANT]

Email Marketing

Why Market Your Business with Email?

How to Create a Mailchimp Account for FREE

SOLVED: Can I just use GMAIL to send emails instead of Mailchimp?

How to Add Opt-Ins & Pop Ups to Your Website for Free

How to Write Email Subject Lines That Get Opened

How to Create a Email Campaign with Mailchimp

Email Marketing Analytics

Copywriting

How to Write Faster with Artificial Intelligence

What is Copywriting

The “AIDA” Formula

11 Tips for Writing Magnetic Headlines

How to Flip Features Into Benefits

5 Tips to Create an Irresistible Call to Action (CTA)

How to Write Like Your Customers Talk

Search engine optimization(SEO)

An Overview of SEO

5 SEO Metrics to Measure SEO Performance

How to SEO Optimise Your Homepage

How to Add Your Website to Google Search Console

How to Improve Website Performance & Speed

How to Take the Google Mobile Friendly Test

How to Do Keyword Research: Steps & Strategy

How to Quickly Brainstorm 1000's of Keyword Ideas

How to Narrow Down Your Keyword List (Updated)

How to Assess Keyword Competition & Choose Target Keywords

How to Write Title Tags Search Engines Love

How to Skyrocket Clickthrough Rate with Meta Descriptions

How to Appear in the Google Image Search Results

Copy Optimization: Headings Tags, Outgoing & Internal Links etc.

The Types of Backlinks That Really Matter and How to Get Them

How to Maximise Links for Your SEO Campaigns

How to Create Content That Generates Links & Social Shares on Autopilot

How to Leverage Authority Websites and Top of the Search Results

The Poster Boy Formula - Build Traffic, Backlinks & Valuable Relationships

Local SEO: How to Rank Your Local Business in Google

YouTube Marketing

Overview

How to Create a YouTube Channel (Personal or Brand)

The Best YouTube Tool Ever Made

How to Increase YouTube Subscribers by 400%

YouTube Marketing - 3 Simple Strategies

Video Gear - What I Use

How To Record and Edit Your First YouTube Video

How to Find Video Ideas with Competitor Analysis

How To Find Video Ideas With Keyword Research

How To Rank Videos Higher With YouTube SEO

How to Add Custom Thumbnails To Get More Views

How to Make Eye-Catching Thumbnails for FREE

How to Make a YouTube Banner for Free

How To Add YouTube Cards To Get More Views

How to Add YouTube End Screens to Get More Views

How to Use YouTube Comments to Get More Views

How To Monetize Your YouTube Channel

How to Use YouTube Analytics to Get More Views

Facebook Marketing

Why Market Your Business on Facebook?

Facebook Page Setup

Facebook Icon & Cover Image

Facebook - What to Post?

8 Tactics To Get Your First Page Likes

Secret Way to Boost Page Likes

Facebook Competitions / Contests

Facebook Groups

Facebook Live

Manage Multiple Facebook Pages

Facebook Comments & Reviews

Update: Facebook Reviews are Now Recommendations

Facebook Insights

Solved: What's the difference between like/follows, fans/followers?

Twitter Marketing

What You Will Learn?

Twitter Profile Setup

Twitter Accounts to Follow

Twitter Profile Optimisation

Twitter Features

Twitter - What to Post?

Twitter Followers

Twitter Hashtags

Twitter Polls

Pinned Tweets

Twitter Customer Acquisition

Twitter @Mention Influencers

Twitter on Your Website

Twitter Analytics

Quora Marketing

Why Market Your Business on Quora?

Quora Marketing Strategy

Quora Account Setup

Quora Account Optimisation

Build a List of Questions to Answer

Solved: Why is Quora hiding the question stats field?

Format Your Answers for Maximum Clicks

Quora Promotion

Find Blog Post Ideas with Quora

Quora Business Page Setup

Quora Analytics

Google Adwords/Ads

Why Market Your Business with Google Ads?

How Google Ads Works

Analyze Your PPC Competition

Google Ads Account Setup

Select the Right Campaign Type

Target Your Audience

Determine Bids & Budgets

Advanced Campaign Settings

Choose Profitable Keywords

Write Ads That Grab Attention

Google Analytics

Introduction

Google Analytics Glossary - Top 50 Terms

Google Analytics Overview

Google Analytics Demo Account

How to Set Up Google Analytics & Install the Tracking Code On Your Website

Update: How to Setup & Install Google Analytics 4 + Workaround

How Google Analytics Works

How to Add Backup Views

How to Add Filters to Reporting Views

How to Set Up Goals in Google Analytics

How to Set Up Ecommerce Tracking in Google Analytics

Main Tools for Analysis

How to Analyse Real Time Reports

How to Analyze Audience Reports

How to Analyze Acquisition Reports

How to Analyze Behaviour Reports

How to Analyse with Segments

How to Track Marketing Campaigns with Campaign Tagging

Campaign Tagging Example

How to Use Benchmarking Reports to Grow a Business

How to Set Up Custom Dashboards for In-Depth Analysis

How to Set Up Event Tracking in Google Analytics

Goal Value: Rule of Thumb for Assigning Dollar Amounts

How to Set Up Custom Alerts For Traffic Spikes/Drops

How to Remove Spam Traffic from Google Analytics

Use Machine Learning to Understand Your Data (Analytics Intelligence)

How to Manage Multiple Google Analytics Accounts

How to Link Google Adwords to Google Analytics

Instagram Marketing

Instagram Business Account Setup

Follow These Instagram Accounts

Instagram Profile Image

Instagram Bio

Instagram Content Creation

Instagram Reposting

Instagram Followers Hack

Instagram Hashtags

Instagram Stories

Instagram @Mention Influencers

Instagram Spam

Instagram Analytics

Shopping on Instagram (New Feature)

Pinterest Marketing

Why Market Your Business on Pinterest?

Pinterest Account Setup

Pinterest Accounts to Follow

Pinterest Account Optimisation

Pinterest Account Verification

Pinterest Boards

Pinterest Followers

Pinterest Chrome Extension (Free)

Pinterest Graphics

Linkedin Marketing

Linkedin Account Setup & Optimisation

Linkedin Connections Hack

Linkedin InMail Hack

Linkedin Viral Posts

Linkedin Blog Traffic

Linkedin Groups

Linkedin Company Page Setup

Linkedin Ad Credits (\$50 Free)

Facebook Ads

7 Keys to Facebook Advertising Success

Facebook Success Stories

How to Set Up An Advertising Account

Boost Posts vs. Ads Create Tool vs. Power Editor - Updated

Key Ad Policies (Facebook & Instagram)

Facebook Ad Structure

Create Your First Ad - Choose a Campaign Objective

Targeting by Location & Demographics

Targeting By Interests

Targeting By Behaviours & Connection

Ad Placements

Budgets

Ad Creative

Tips to Write a Winning Ad

Place Ad Order

Key Advertising Terms

Ad Reporting

How to View Your Billing Summary

Facebook Pixel

How to Install the Facebook Pixel for Apps

Website Custom Audiences

Email List Custom Audience

Page Engagement Custom Audiences

Video Views Custom Audience

Lookalike Audiences

Page Likes With Custom Audiences

Video Ads

Lead Ads

Instagram Ads

Dynamic Ads For Ecommerce

Collection Ads for Ecommerce

Canvas Ads

Offer Claim Ads

Local Awareness Ads - Updated

Event Response Ads

Power Editor

Easy Split Testing with Power Editor

Bulk Manage with Power Editor

Business Manager

Business Manager - Roles & Permissions

Custom Conversions and Standard Events

Facebook Marketing Partners (FMP's)

App Marketing

43 Ways To Promote Your App

Facebook Ads : App Install & Engagement Ads

Google Ads : App Install & Engagement AdsHow to Start a Facebook Ads Business