



Course-Net
Empowering IT People

IT is FUN



COURSE-NET DIGITAL MARKETING



qualified coach



full facilities



hands on lab

DIGITAL MARKETING

PROGRAM

SILABUS

1. Pertemuan 1-4

- Hirarki & Definisi Digital Marketing
- Pengantar DM
- Definisi Berbagai macam istilah di DM
- Integrasi Domain ke Hosting
- Membuat Website dengan WordPress
- Pengantar SEO & Onpage SEO
- Keyword Research
- Menulis SEO
- Site Audit SEO
- Quiz

2. Pertemuan 5-8

- SEO Implementation on WordPress
- Permalink & Using SEO plugin
- Do & Dont for SEO WordPress
- Offpage SEO
- Pengertian DA, PA, TF, CF
- Pengantar SEM
- Niche & Market Research
- Keyword Research
- SEM Budgeting
- Keyword Bidding
- Ads Copy
- A/B Testing

3. Pertemuan 9-10

- Pengantar Social Media
- Market research
- Profiling
- Pengantar FB
- Istilah dalam FB
- FB ads
- Wording
- Influencer Research

4. Pertemuan 11

- Pengantar IG
- Istilah dalam IG
- IG ads
- Hashtag research
- Influencer Research
- Wording

5. Pertemuan 12-13

- Data Analytic
- KPI Metric
- Evaluasi & Monitoring
- Kumpul Final Project
(Berupa Sebuah Website Customer Generator & Social Media)

INCLUDE:

- ✓ Exclusive Jacket
- ✓ Attendance & Skill Certificate
- ✓ FREE Flash Disk Digital Marketing Study Book
- ✓ Coffee Break
- ✓ Consultation (Lifetime)
- ✓ Distribution to our Corporate Channel

Course-Net Jakarta

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Blok E1/9 - Jakarta Barat

Course-Net Indonesia

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