



For Students, Graduates, Marketers and Businessman



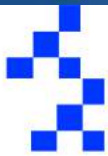
Get A Job

Before You even Graduate !

Select from Multiple job positions in a Company through a single course!



Why should you join ?



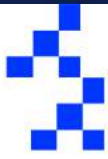
- 3 months course duration
- 120 + Hours instructor training
- Easy EMI and Installments structure
- 1 Year free access to instructor Notes and tools
- Free website and Domain Hosting
- Enterprise level Education system
- 24x7 Teaching Assistance and support
- Free Preparation for Google Certification and Youtube exams
- Free pass to PD training
- 2 months free pass to our Internship Program
(Experience certificate provided on completion)

Key Features

- 120+ hours of classroom training
- Training on Digital marketing Tools
- Self paced Back up class Support
- 100 % Placement support
- Live projects and Case Studies
- Interview Preparation Classes
- Internship programs

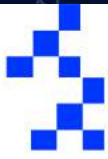


Course Preview



1. Introduction to digital marketing
 2. Website Development
 3. Website Designing (Blog & Ecommerce)
 4. Search Engine Optimization
 5. Content Marketing
 6. SEO Copywriting
 7. Web Analytics & tracking
 8. Google Webmaster (Search Console)
 9. Google Adwords Fundamentals
 10. Email & SMS Marketing
 11. Lead Generation Techniques
 12. Facebook Marketing & Advertising
 13. Twitter Marketing
 14. Instagram Marketing
 15. LinkedIn Marketing
 16. Youtube Marketing & Ads
 17. Pinterest Marketing
 18. Affiliate Marketing Techniques & Practicals
 19. Monetizing with Adsense
 20. Freelancing Projects & Jobs
 21. Google Certification Preparations
 22. Personality Development Class (Weekly)
- 

Introduction to digital marketing



Definition of digital Marketing

Traditional Marketing Vs Digital Marketing

Channels for Marketing

Website, Blog, Ecommerce

Search engine Optimization

Social Media Marketing

Online Paid Advertising

Email Marketing

Analytics and Tracking

Conclusion





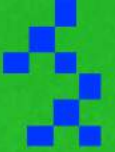
Website Development

- What is a Domain?
- Tips to choose a Great Domain
- How to buy a Domain
- What is a Web Hosting
- Tips to choose the best hosting
- Local Hosting
- Website Flipping
- Content to Make Website
- Tools for Practicals

Website Designing (Blog & Ecommerce)

- What is a Content Management System
- What is Wordpress
- How to use Wordpress to Make website
- What is a Page Builder
- Themes and Templates
- Full In Depth Analysis on Dashboard
- How to Create a Post
- How to create Pages
- How to upload Images and Videos
- Integrate Social Media to website
- What is a Plugin
- What are the best Plugins for website
- How to Create Pop Ups and sign Up forms
- What is a Cpanel
- How to create a Backup
- Cpanel Demonstration
- Tools for Practicals

Search Engine Optimization



What is Search engine Optimization

White Hat Vs Black Hat

Google Algorithms

Types Of SEO

Onpage SEO

Page Titles

Meta Tags

URL mapping

Body Tags (H1, H2, H3...etc)

Keyword Density

Internal Links

Image Alts

Broken Links

W3C validation

Page Load Insights

Sitemaps

Geo Tagging

Robots.Txt Files

Off Page SEO

Social Networking

Social Bookmarking

Online Forums

Blog Submissions

Directory Listing

Articles Submissions

Question and Answer Websites

Video Sharing

Image sharing

Infographics Sharing

Documents Sharing

Content Marketing

- What is Content Marketing
- How to start Building content
- Content Execution Plan
- Competitor Research
- Laser Targeting
- Editorial Content Calendar
- Content Publishing and Optimization Tools
- How To create A blog
- Types Of Content
- Viral Marketing
- Tools and Practicals


SEO Copywriting

- What is Copywriting
- Keyword Research
- Competitor Analysis
- Better Headlines
- Analyze and SEO Check
- Updated Information
- Online Reputation Marketing
- Keyword Density and Placement
- Tools And Practicals

Web Analytics & tracking

- Google Analytics
- Add Tag manager code to website or Blog
- Set up your account and property
- How to set Goals
- How to view analytics data
- Daily Reports and Custom Reports
- Ecommerce Analytics

Google Webmaster (Search Console)



- Google Search console
- Verify website or blog
- Adding HTML Tag
- Link Analytics with Search Console
- Addition of Sitemap
- Search fundamentals
- Tools & Practicals


Google Adwords Fundamentals



- Adwords Express
- Search Marketing campaign
- Display Marketing campaign
- Mobile Marketing campaign
- Universal App campaign
- Dynamic Ads
- Remarketing Ads
- Ad Preview and Diagnosis
- Necessary factors for Creation of Ads
- Google Keyword Planner
- Google Display Planner
- Ad Intelligence
- Opportunities and Reporting



Email & SMS Marketing



- What is Email Marketing
- What is SMS Marketing
- Brand Management
- Why it is necessary to send emails
- Creating Mailing List
- Themes and Templates
- Scheduled Emails
- API Integration
- Tracking and Analysis
- Practicals and Tools

Lead Generation Techniques



- What is Lead Generation
- What is a Lead
- Inbound Leads
- How to qualify a Lead
- Lead Mechanics
- Dedicated Landing Pages
- Marketing Strategy
- Practicals and Tools

Facebook Marketing & Advertising

Why use facebook for marketing

Facebook Marketing Tools

How to Market a page

Types of Business Page

Create different post

Post Boosting

Auto Responders

Targeted Advertising

Types of Ads

Power Editor

Facebook Pixel Integration

Third Party Integrations

Tracking and Analysis

Twitter Marketing

Why use Twitter for marketing

Twitter Chats

How to tweet

Tweeting Schedules

Twitter moments and Lists

How to create Twitter Ad

Twitter Cards

Tracking and Analysis

Instagram Marketing

- Introduction
- Create Business Account
- Chose perfect Insta Username
- set up Insta Profile
- Photo Licensing
- How to create Ads
- Content Strategy
- Audience Targeting
- Tracking & Analysis

Youtube Marketing & Ads

- Why use Youtube for Marketing
- How to set up a brand Account
- How to create Licensed Videos
- Creative Studio
- Video Manager
- Analytics linking
- Adwords Linking
- Bumper Ads
- In stream Ads
- True View Ads
- Video Discovery Ads
- Insights & Analysis

Linkedin Marketing

- Why Chose Linkedin for Marketing
- Setup Profile
- Slideshare
- Groups
- Profinder
- Campaign Manager
- Targeted Ads
- Measure and Optimize

Pinterest Marketing

Why use Pinterest For Marketing

Create Boards

Spread Descriptions

Back Links

Embedded Pins

Create Business Account

Collaborative Boards

Promotional Pins

Analytics

Affiliate Marketing Techniques & Practicals

What is Affiliate Marketing

How to become Merchant

Finding Affiliate Program Partners

Affiliate Program Features

Top Affiliate of India

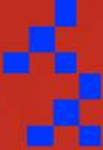
Top Affiliate of World

Steps to start an Affiliate Program

conclusion

Practicals

Monetizing with AdSense



- What is AdSense
- How to Create AdSense Account
- Account Approval Process
- Payment Systems
- Boost AdSense Revenue
- Google Blog In AdSense
- WordPress In AdSense
- YouTube for AdSense
- Practicals

Freelancing Projects & Jobs

- What is Freelancing
- How to start Freelancing
- How to start collecting Projects
- Personal Branding
- Contact Networking
- Proposals and Pricing
- Benefits and Drawbacks
- Tools and Practicals



Google Certification Preparations

Google Analytics Fundamentals
Google Adwords Fundamentals
Exam Prep talks and Discussions

Personality Development Class (Weekly)

Interview Prep
Group Discussions
Individual Debates
Classroom Chat
Interview Patterns
Query Sessions
Anger Management
Body Posture





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