## About Us

We are Team of Passionate Digital Marketers, Always searching for a new possibility to think differently, relentlessly seeking success for our Trainees. We offer one Complete Digital Marketing Course which we continually Update as per the Industry Standards.

## Accelerate Your Career and Business Growth

## JOB ASSISTANCE PROVIDED

### Hours of Operation

| Day | Hours |
| --- | --- |
| Monday | 8:00am - 8:00pm |
| Tuesday | 8:00am - 8:00pm |
| Wednesday | 8:00am - 8:00pm |
| Thursday | 8:00am - 8:00pm |
| Friday | 8:00am - 8:00pm |
| Saturday | 8:00am - 8:00pm |
| Sunday | 10:00am-4:30pm |

## Learn Digital Academy

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**Learndigital**

## Introduction To Digital Marketing

Importance of Marketing
Introduction to Digital Marketing
Benefit over Traditional Marketing
Future of Digital Marketing
Major Channels of Digital Marketing

## Website Building & Development

Introduction to Website
What is a Domain
Factors while selecting a Domain
Linking Domain and Web Hosting
Introduction to CMS and Types
Installing WordPress
Creating Pages,
Posts Menus and Perma links
UI / UXWordpress Dashboard

## Search Engine Optimization

Introduction to SEO
Understanding Search Engines
Importance of SEO
Google Algorithms & Updates
Keyword Research
Technical SEO
Content Optimization
Off Page SEO
Reporting
Google Search Console

## Content Marketing

Internet search engine love
content-rich websites, Rather than
pitching straight into sales of our
product and services, we need to
supply a useful information like
text, Vlogs, podcasts etc

## Google Adwords / PPC Ads

Introduction
Types of Campaigns
Google Adwords Dashboard
Setting up PPC Campaigns
Display network Campaigns
Remarketing Strategies
Shopping Campaigns
Video Campaigns
Mobile Campaigns
Google Adwords Exams

## Social Media Marketing

Introduction
SMO Vs SMM
Introduction to Facebook
Facebook marketing
LinkedIn for Business
Google, Pinterest
Youtube

## Mobile Marketing

Introduction
Types of Mobile Marketing
Importance
Bulk SMS
App Promotion
QR Codes

## Email Marketing

Bulk Email Marketing
Dashboard Interface
List Building Strategies
Lead Capture forms
Running the Campaigns
Integrating with Analytics

## E-commerce Store Development

Introduction to E-commerce
Future of E-commerce
Creating an Online Store
Installing Woo Commerce
Configuring WooCommerce
Adding products
Setting Up Payment Gateway

## Lead Generation

Introduction to Landing Pages
Landing pages and Website
Types of Landing Pages
Building a Landing Page
Building a Thank You Page
A/B Testing
Remarketing strategies

## Affiliate Marketing & Adsense

Introduction
Money Making Strategies
Affiliate marketing mindset
Major Affiliate Networks
Promoting Affiliate Products
Live Case studies
Freelancing

## Sales Funnels

Introduction to Sales Funnels
Importance of Sales Funnels
Types of Funnels
Understanding Optin Pages
Understanding Offer Pages
Nurturing Sequences
Remarketing Strategies

## Online Reputation Managment

Introduction to ORM
Importance of ORM
ORM Strategy
Monitoring Search Engines
Monitoring Social media
Monitoring Review Sites

## Google Business Listing / Local SEO

Introduction
Introduction to Local SEO
Importance of Local SEO
NAP Citations
Factors to improve in Local SEO

## Digital Marketing Strategy

Preparing a Digital Strategy
Understanding Buyers Persona
Live Case Study

## Google Analytics

Introduction to Web Analytics
Importance of Analytics
Basic Terminology
Key Performance Indicators
Google Analytics Interface
Setting Up Goals & Funnels
Filters & Segmentation
A, B, C of Analytics
Custom Dashboards
Reports