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Digital Marketing Course - 3 Months

Authorised Grade A Training Partner of National Skill Development Corporation,
Ministry of Skill Development, Government of India.

Digital Marketing Course - 3 Months

A job oriented course in today's Digital Age

Duration:- 3 Months

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Introduction

- ★ Introduction to Digital Marketing
- ★ Digital Marketing Opportunities
- ★ Key Characteristics of DM
- ★ Developing a Digital Marketing Strategy



Marketing & Branding

- ★ Marketing Terms
- ★ What is Branding
- ★ Basics of Digital Marketing
- ★ Online Marketing Channels
- ★ Elements of Digital Marketing

Website Planning

- ★ Fundamentals of Effective Web Design
- ★ Layout Design as per requirements
- ★ Content Strategy and Planning
- ★ Choosing the Right Domain Name
- ★ Keyword Research and Planning



SEO Part I : On-page

- ★ Understanding SEO and Its Importance
- ★ How Search Engines Function
- ★ Keyword Research Techniques
- ★ Optimizing Site Structure and Keywords
- ★ Enhancing Content for SEO



SEO Part II : On-page Techniques

- ★ Advanced Content Optimization Strategies
- ★ Targeting the Right Audience
- ★ Meta Tags and Title Optimization
- ★ Utilizing Webmaster Tools Effectively
- ★ Creating and Managing Sitemaps



SEO Part III : Off-page

- ★ Link Building Concepts and Techniques
- ★ Strategies for Blogs and Images
- ★ Improving Website Ranking and DA
- ★ Developing Backlink Strategies



SEO Part IV: Local SEO

- ★ Optimizing Search for Local
- ★ Setting Up Google Business Pages
- ★ Tools for Monitoring SEO Performance



Content Marketing

- ★ Introduction of Content Marketing
- ★ Crafting a Content Marketing Strategy
- ★ Exploring Different Types of Content
- ★ Keyword for Content Marketing
- ★ Leveraging Influencer Marketing

Performance Marketing

- ★ Fundamentals of Lead Generation
- ★ Designing Landing Pages
- ★ Lead Quality Assessment
- ★ Overview of Paid Media Channels



Google AdWords - I

- ★ Navigating Google AdWords
- ★ Campaigns, Ad Groups, Ads, Keywords
- ★ Different Campaign Types
- ★ AdWords Algorithms



Google AdWords - II

- ★ AdWords Ranking Quality Scores
- ★ Click-Through Rate (CTR) and Bidding
- ★ Campaign Level Settings
- ★ Search Campaign Insights

Google AdWords - III

- ★ Advanced Bidding Strategies
- ★ Location Targeting
- ★ Utilizing Ad Extensions
- ★ Keyword Planner Tool
- ★ Implementing Conversion Tracking



Google Display & Video

- ★ Strategies for Display and Video Ads
- ★ Performance Max Campaigns
- ★ Effective Remarketing
- ★ Targeting Specific Audiences



Google Analytics

- ★ Integration of Analytics Tracking Code
- ★ Analysing Bounce and Exit Rates
- ★ Traffic Source and Funnel Analysis
- ★ Reporting with Google Analytics

Facebook and Instagram

- ★ Setting Up Social Media Profiles
- ★ Content for Facebook and Instagram
- ★ Advanced Advertising Policies
- ★ Ad Campaign Management
- ★ Insights into Targeting Options



Email Marketing

- ★ Essentials of Email Marketing
- ★ Techniques for Creative Email Composition
- ★ Managing Bulk Email Campaigns



Other Tools

- ★ Introduction to AI Tools in DM
- ★ Overview of Affiliate Marketing
- ★ New Online Tools and Technologies
- ★ Twitter (X Platform) and LinkedIn



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With AI



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