



Get Right Skills to create your success Story

We make learning easier, up-to-date and innovative with an eye on industry. Get skills to meet industry expectations and grab your dream job. Take your first step today to a bright career.



DIGITAL MARKETING

Course Duration: 50Hrs.

Course Fee: Rs. 20,000

→ Google Adwords

- Introduction to Adwords
- Campaign Management!
- Account Management!
- Keyword Targeting!
- Language and Location Targeting!
- Different Ad Formats!
- Budgets and Bidding!
- Measurement analysis and Optimization!
- Review & course correction
- Managing Multiple Accounts!
- Search Fundamentals Review!
- Ad Formats!
- Ad and Site Quality & Landing Page!
- AdWords Tools!
- Performance Monitoring and Reporting!
- Optimizing Performance!
- Performance, Profitability, and Growth!
- Introduction to AdWords API & Adwords Editor!
- The Google Display Network!
- Display Ads on YouTube
- Display and Video Ads on Mobile Devices!

→ Search Engine Optimization (SEO)

- How Search engines work?
- Doing Keyword Research with Google Keyword planner
- Difference between On-page and Off-page optimization
- On-Page SEO
- Off-Page SEO
- Why is Google Algorithm so important?

→ Google Analytics

- What is Web Analytics?
- How Google Analytics works?
- Understanding goals and conversions
- User Management
- Understanding bounce and bounce rate?

→ Social Media Marketing

- What is Social Media Marketing?
- How Social Media Marketing works?
- Challenges of Social Media marketing
- Types of Social Media Marketing
- Best platforms to do opt-in Social Media marketing

Other Courses Available:

Web Designing

Open Source Training

SEO Training

Graphic Designing

Web Designing

C,C++

MySQL

 **Magento™**
Open Source eCommerce



Why get trained with us?

- Individual attention
- Practical training
- Training by professional
- Placement assistance
- Learning at own pace
- Live project training
- Excellent Infrastructure

COURSE OUTLINE FOR DIGITAL MARKETING

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