



## 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

Email - helpdesk@121techtraining.in  
 Telephone: 011-29832105, 9818340349, 9811992838

#### 121tech Training Centre

Address - E-37 LGF, Lajpat Nagar-3 New Delhi-110024