

Dsucessessed

"Your Target our AIM"

Advance Certificate Course

Digital Marketing

45 days Course + 45 Days Internship



WHY STUDY DIGITAL MARKETING?

Digital Marketing is an obvious pathway to make massive money. Whether you're a student, a job aspirant, a professional, a housewife, or an ambitious dreamer, Digital Marketing will pave a way for you to make your dreams turn into reality.



Expand
Your Business



Start an e-Commerce
Store



Be a Freelancing
Giant



Set up a Website for
Regular Passive Income

MODULES YOU LEARN

DIGITAL MARKETING

- ▶ Digital Marketing Overview
- ▶ Traditional v/s Digital Marketing
- ▶ Key Components of DM
- ▶ Google Platforms
- ▶ Domain
- ▶ Hosting
- ▶ Introduction of Search Engine
- ▶ Search Engine Ranking
- ▶ Search Engine Algorithms
- ▶ Local SEO
- ▶ Google My Business
- ▶ Keyword Research
- ▶ Google's Ranking Factors
- ▶ Meta Tag Implementation
- ▶ Domain Authority Importance
- ▶ Structured Data
- ▶ On-Page SEO Process
- ▶ Off-Page SEO Process
- ▶ International SEO Fundamentals
- ▶ Competitor Research
- ▶ Website Audit
- ▶ SEO Reports
- ▶ Search Console
- ▶ Google Analytics

Our Complete Syllabus Guide

DIGITAL MARKETING

- ▶ SEO Tools
- ▶ Introduction of Social Media
- ▶ SEO V/S SMO
- ▶ Benefits of SMO
- ▶ Social Media Strategy
- ▶ Facebook Marketing & Ads
- ▶ Facebook Ads Manager
- ▶ Facebook Pixel & Events
- ▶ Facebook Audience Types
- ▶ Instagram Marketing & Ads
- ▶ Google Ad Account Creation
- ▶ Importance of Landing Page
- ▶ Google Ads Campaign
- ▶ Display Ads & Placement
- ▶ Importance of Quality Score
- ▶ Power of Remarketing
- ▶ Conversion Tracking
- ▶ Google Shopping Ads
- ▶ Freelancing
- ▶ C-Panel Overview
- ▶ WordPress Introduction
- ▶ WP Installation & Customization
- ▶ WordPress Themes & Plugins
- ▶ Elementor Website Builder Tool

DIGITAL MARKETING

Tool Box



WHO SHOULD TAKE THIS COURSE & WHY?

Students



First Job

Professionals



Up Skilling

Business Owners



Growth

Entrepreneurs



Online Sales

Everyone

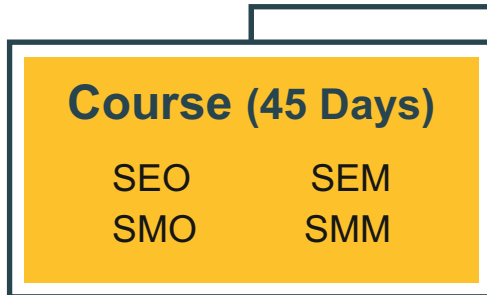


Passive Income

HOW DOES THIS PROGRAM WORK?



Our Course Divides into Two Parts



PROGRAM DETAILS

DURATION

45 Days course+
45 Days Internship

ELIGIBILITY

Bachelor's or
Equivalent Degree*

SELECTION PROCESS

There is no entrance
exam for this program

PROGRAM FEE

Total Learning Duration - 90 Days | ₹ 21,000 (Incl. Taxes)

ADMISSION PROCESS

01 Fill the Application Form

Apply by filling a simple
application form

02 Get shortlisted

Candidates will be shortlisted
based on application submitted

03 Pay and Start Learning

Secure your seat by paying the
admission fee

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📍 BANGALORE

📍 GURUGRAM

📍 JAIPUR

COMPANY INFORMATION

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