सरकार मान्य

SM

RAJ ®
We make IT happen
Since 1996

Certificate Course in Digital Marketing

Duration: 6 Months

Digital marketing is essential in the current days' business. We are living in the time where everyone wants to access the services and facilities at their convenient times as online interactions have transformed the lifestyles of millions of people across the world.

The Certificate Course in Digital Marketing Training Syllabus is designed and developed keeping in mind the latest trends in the global digital industry. This course covers all the key aspects of Digital Marketing.

Career opportunities: Digital Marketing Manager, Search Engine Optimizer, Social Media Marketing Expert, Content Marketing Manager, Copywriter, Search Engine Marketer, Inbound Marketing Manager, Conversion Rate Optimizer. Faculty, Work as a Freelancer.

Program Contents

Certificate Course in Search Engine Optimization

On-page Optimization	Event tracking	Business address verification on	Link Baiting
Introduction	Google Rich snippets	Google - Google Maps	Article Submission
Keyword Research	Header tag optimization	**Off-page optimization**	Photo Sharing
Website Analysis	Google Analytic	Introduction	**Google Webmaster Tool**
Competitors website analysis	Google Webmaster Tool	Directories Submission	Introduction
Google Algorithms	XML sitemap creation	Blogging	Verifying website
Meta tag optimization	Importance of robots.txt	Forum Posting and online discussion	Checking Errors of website
Titles and Meta Description	Website submission to Google, Bing	Press release submission	sitemap.xml submission
Image Optimization	and Yahoo	Social Bookmarking	Google Indexing Status
Content Optimization	Duplicate content checking	Link Exchange	Titles and Meta Description Checking

Certificate Course in Social Media Marketing

Social Media Marketing	Various types of campaign	**Twitter (X)**	**Pinterest**
Definition of Social Media	Facebook pixel	Creating twitter business page	Pinterest for business
How social media influence audience	Facebook reporting	Advertise on twitter	Marketing on pinterest
Integration social media to your website	Facebook Meta Business Suite	Using twitter for business	Creating board on pinterest / Rich pins
How to choose right social media for your brand?	Instagram Marketing		
Facebook & Instagram	**LinkedIn**	**YouTube**	**Email Marketing**
Creating facebook business page	Creating linkedin business page	Creating youtube brand account	Introduction to Email Marketing
How to promote facebook business page	Advertise on linkedin	Creating youtube channel	Different platforms of Email Marketing
How to advertise on facebook	Using linkedin for business	Promote videos	Creating of list, layout and templates
			Creating different types of forms, reports

Certificate Course in Search Engine Marketing (SEM)

Search Engine Marketing	Ad extension	Google merchant center account	Campaign creation
What is SEM?	**Display AD**	Link account to website	Performance Max/ Demand Generation
What is PPC Marketing?	How to create display ad	Product feed	**Google Analytics**
Importance of Quality score	Display ad format	Fetch product list	Introduction
What is Campaign? AD Group?	Conversion tracking	**Universal App Campaign**	Creating Account
Campaign Types	Remarketing ad	How to promote mobile app?	Adding GA code for tracking
Search Ad	Placement	Mobile ad campaign	Monitoring Visits
How to create search ad	Display planner tool	Mobile specific bidding	Tracking Events
Types of bidding	**Shopping Ad**	Targeting strategy	Conversion Checking
Keyword research	What is Shopping Ads?	**Video AD**	Overview of website traffic
Keyword match types	Where do they appear on google?	Ad format	Overview of page views

Certificate Course in Online Website and Blog Creation

Marketplace selling	**Google AdSense**	**Content Marketing**	How to use themes & plugins
Introduction to marketplace selling	Definition	Definition	Blogging website
Getting start with marketplaces	How to earn money via Blog/Website	Identifying & creating good content	Blog creation
Registering on market place	Register blog/website to adsense	Popular content types	**E-commerce Website Creation**
Panel overview	How to earn money via youtube channel	Rules & advantages of content marketing	Getting started with E-commerce
Affiliate Marketing	Youtube channel monetization		Selling product with Woocommerce
Definition	**Landing Page Creation**	**Website & Blog Creation**	Setting up Saas store
Purpose/Where and why is Affiliate Marketing	Importance of Landing Page	Introduction about website	
Amazon Affiliate Marketing Program	Landing page creation techniques	How to buy domain & hosting	
	Use call to action/conversion button	Types of websites	

Trust India's Top IT Company For A Quality Computer Training.