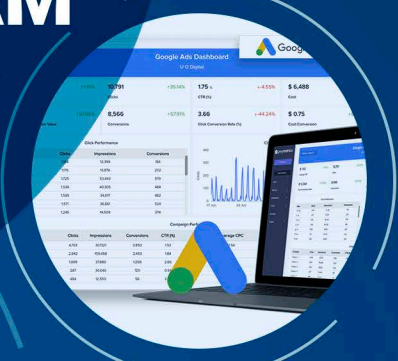




PROFESSIONAL DIGITAL MARKETING TRAINING PROGRAM

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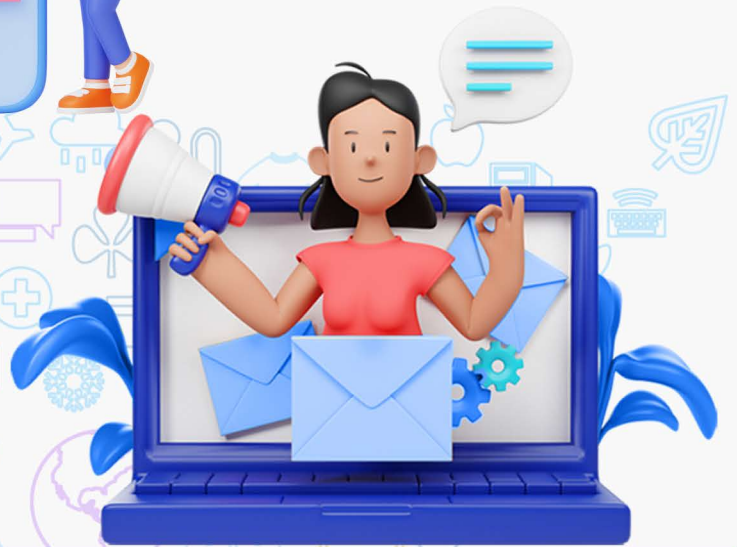


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The biggest mistake you can make is not trying at all.

Who Can Attend Digital Marketing Program?

- Students
- Job Seekers
- Entrepreneurs
- Business Owners
- MBA Professionals
- Money from Online
- Sales Professionals
- Marketing Professionals
- People Who Want to Earn
- Digital Marketing Professionals



Benefits To Join Digiad Multimedia

- 10+ years of expert training experience.
- Comprehensive curriculum covering SEO, SMO, SEM email marketing and more, designed for learners of all levels.
- Experienced trainers who are industry experts and passionate about teaching.
- Hands-on practical training with real-world projects to ensure students are job-ready.
- Personalized attention and small class sizes to enhance learning and engagement.
- Lifetime support and access to updated course material for continuous learning and growth.



What You Learn in Basic Digital Marketing Course



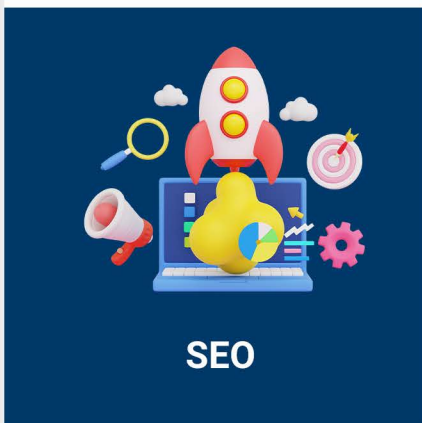
**Overview
Digital Marketing**



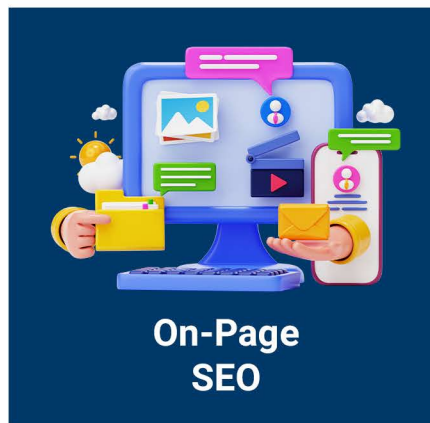
**Introduction to
Website**



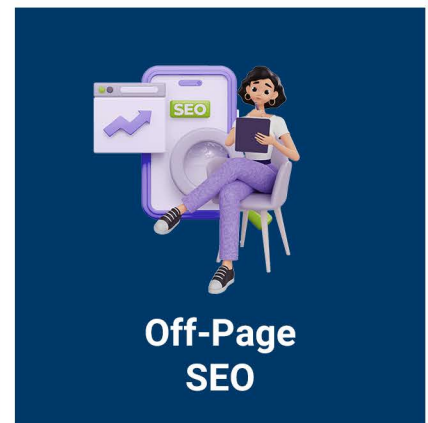
**Domain & Hosting
Introduction**



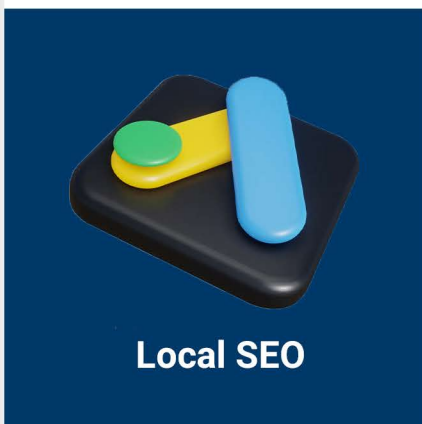
SEO



**On-Page
SEO**



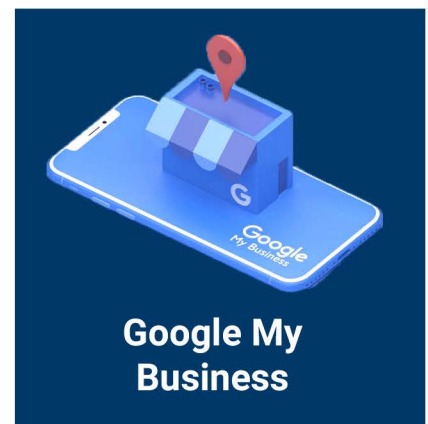
**Off-Page
SEO**



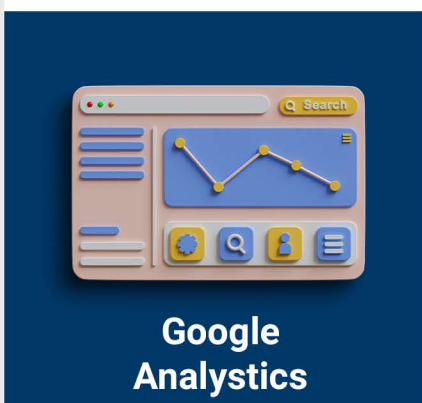
Local SEO



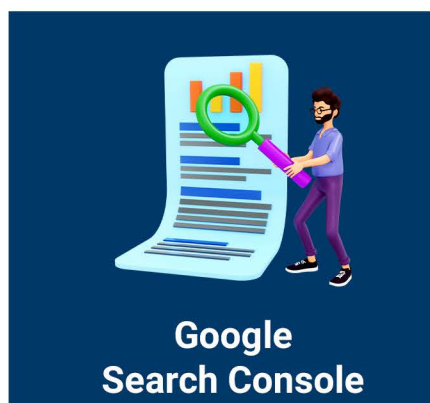
**YouTube
SEO**



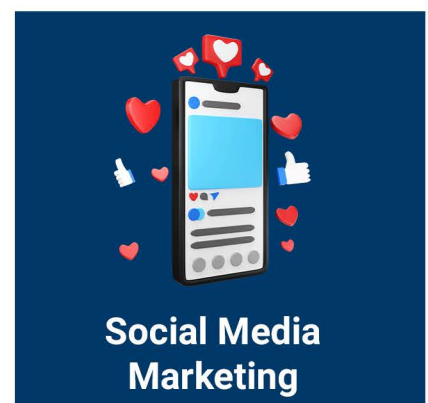
**Google My
Business**



**Google
Analytics**



**Google
Search Console**



**Social Media
Marketing**

What You Learn in Basic Digital Marketing Course



**Facebook
Marketing**



**Instagram
Marketing**



**LinkedIn
Marketing**



**Twitter
Marketing**



**Search Engine
Marketing**



Google Ads



Search Ads



Display Ads



Video Ads



**Shopping Ads/ Product
Listing Ads(PLA)**



**Email
Marketing**



**Content
Writing**



Blogging



**Performance
Marketing**

1 Introduction Of Digital Marketing

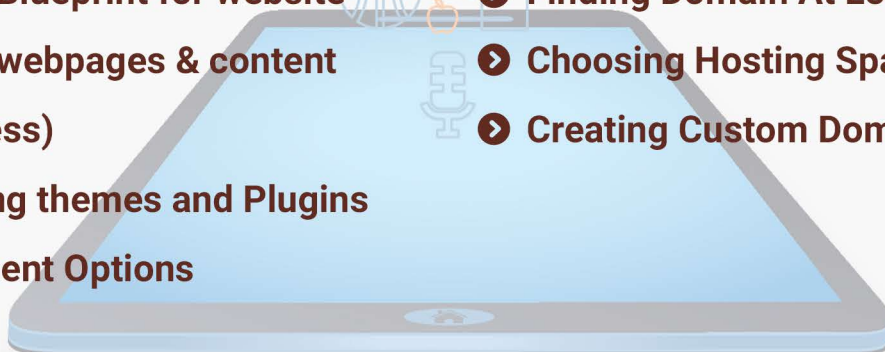
- › What is digital marketing?
- › Why Industry Most Preferred Digital Marketing?
- › Understanding Digital Marketing Process
- › Improving Brand visibility
- › Niche Targeted Traffic Concepts
- › Implementing Strategies for lead Generation
- › Ways of Converting Traffic into Leads and sales
- › Ways of Visitors Engagement



2 WordPress + Blogger Website Creation



- › Domain Registration & Web Hosting
- › Mapping Domain Name to Web Server
- › Importance of Responsive
- › Creating Blueprint for website
- › Creating webpages & content (WordPress)
- › Integrating themes and Plugins
- › Engagement Options
- › Creating Blog (Blogger) & Installing Themes
- › Creating Menus and Navigation
- › Pages & Posts Creation
- › Finding Domain At Low Cost
- › Choosing Hosting Space
- › Creating Custom Domain for Blogger



Fundamentals of Digital Marketing

The Marketing for Digital Era

1: Digital Marketing Overview

- Introduction to Digital Marketing
- Digital Marketing Technique
- Building online presence
- Digital Marketing Plan
- Understanding Business
- Marketing & Sales Fundamental

2: Website Creation

- Understanding Domain & Hosting
- Importance of Website for Digital Marketing
- Types of websites for digital marketing
- Types of websites & objectives
- Introduction to Wordpress
- Website Vs. Landing Page
- Introduction to blog

3: Digital Marketing Terminology

- SEO & SEM Introduction
- Types of digital ads
- PPC ads, Display ads
- SMO, SMM, Inbound marketing
- Understanding Business
- Marketing and Sales Fundamentals

4: Social Media Marketing

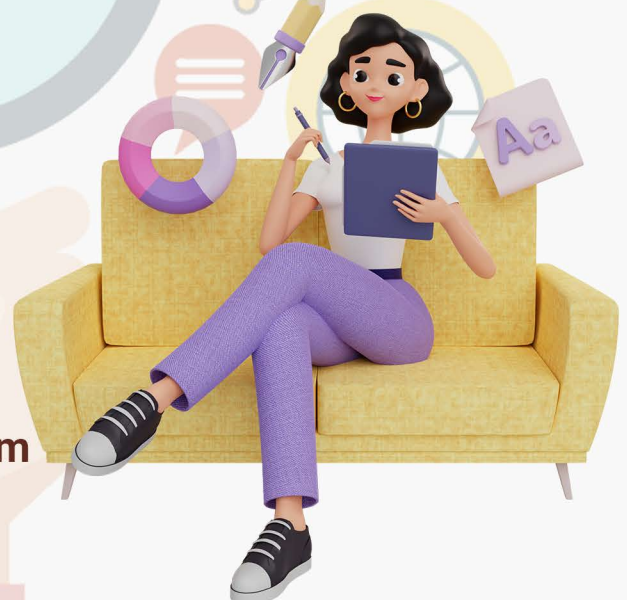
- Introduction to Social Media Marketing
- Marketing
- Using Social Media for Business
- Building Social Media Identity
- Introduction to Facebook and Instagram
- Introduction to LinkedIn
- Introduction to Social Media Tools

5: Search Engine Optimization

- SEO Concepts and Overview
- Types of SEO & SEO Technique
- Role of SEO in Digital Marketing
- SEO Audit of Website
- On-Page Optimization
- Off-Page Optimization
- Local SEO & Google My Business
- Competition Analysis in SEO

6: Advanced SEO Topics

- Link Building Technique
- SEO Content Writing for Blog
- Using SemRush for SEO
- Using Ahrefs for SEO
- Using Ubersuggest SEO Tools
- Tracking Ranking in SEO
- SEO Project Management
- SEO Reporting Techniques
- E-Commerce SEO Techniques



3 Fundamental of Digital Marketing

The Marketing for Digital Era

7. Google Analytics

- Google Analytics Overview
- Why use Google Analytics
- Google Analytics Dashboard
- Installing Google Analytics Tracking Website Traffic
- Google Analytics Goal Setup

8: Google Search Console

- Google Search Console Overview
- Search Console Setup
- Introduction to Sitemap
- How to Submit URL in Search Console
- Understanding Clicks, Impression
- Using Search Console for SEO

9: Paid Advertising

- Google Search Console Overview
- Paid Advertising Concept
- Organic Vs. Paid Ads
- Getting Started with Paid Ads
- Understanding PPC Model
- Google Ads Overview
- Facebook Ads Overview
- YouTube Ads & Display Ads Overview
- LinkedIn Ads Overview
- Instagram Ads (Sponsored Ads)
- Banner Ads & Display Ads
- Selecting Best Paid Ads for Business

10: Google Ads

- Why use Google Ads for Business?
- Google Ads Account Setup
- Types of Google Ads and Objectives
- Understanding Types of Bidding
- CPC, CPM, PPC Concepts
- Keyword Match type
- Selecting Right Keywords
- Search Campaign Creation
- Search Ads Creation
- Understanding Quality Score
- Understanding Ad Rank
- Campaign Optimization

11: Google Display Ads

- What is Google Display Ads?
- Why use Google Display Ads?
- Organic Vs. Paid Ads
- Getting Started with Paid Ads
- Understanding PPC Model
- Google Ads Overview
- Facebook Ads Overview
- YouTube Ads & Display Ads Overview
- LinkedIn Ads Overview
- Instagram Ads (Sponsored Ads)
- Banner Ads & Display Ads
- Selecting Best Paid Ads for Business
- Product Listing Ad For Ecommerce Website



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