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Courses For
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Digital Marketing

Duration
3 Months

Hours
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Level
Certificate

Training
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Module-1 (Introduction to Digital Marketing)

What is Digital Marketing, How to do,
Things to remember doing “Digital Marketing”

Module-2 (Content Creation)

What is Content, How to Create,
How to Influence to Audience, Quality of Content

Module-3 (Graphic Design)

How to create images for Digital Platforms without
knowledge of Photoshop & Corel Draw

Module-4 (Video Making)

How to create Videos for Digital Platforms without
knowledge of Video Editing Software

Module-5 (Website Planning)

Requirements for Website, Themes for Product/ Services

Module-6 (Website Creation)

WordPress Download & Setup, C-Penal

Module-7 (Professional Blogging)

What is Blogging, Blog Page content & Topic,
How to post, Earning with Blogs

Module-8 (SEO)

Keyword Research, On Page/ Off Page SEO,
Page Ranking Strategies, Back links & Tags

Module-9 (SMO)

Facebook & Insta page Optimizations, Auto responders
Groups & Page Promotions Strategies

Module-10 (PPC)

What is PPC, uses of PPC, How to do PPC,
Tools for Google Ads, Extensions, Dynamic Google Ads

Module-11 (Affiliate Marketing)

What is Affiliate Marketing, How to do this,
How to Earn from Affiliate Marketing, Amazon Affiliate

Module-12 (Instagram Marketing)

Branding with Instagram Organically

Module-13 (FaceBook ads)

How to do Ads with Facebook Pages

Module-14 (YouTube Channel)

How to create Channel with all Settings & Setups

Module-15 (E Commerce Website)

How to create & Setup E- Commerce website

Module-16 (Google Adsense)

What is Google AdSense & How to Earn from AdSense

Module-17 (Google Analytics)

What is Google Analytics & Website Tracking

Module-18 (Google Certification)

How to prepare for Exams, Re-attempts, Type of Exams

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Python Language

Digital Marketing

C, C++, C# & JAVA

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