

MASTERS IN DIGITAL MARKETING

- INTRODUCTION TO DIGITAL MARKETING

- GRAPHIC DESIGNING

- WEBSITE DESIGNING AND DOMAIN HOSTING

- GOOGLE ANALYTICS

- SOCIAL MEDIA MARKETING

- SOCIAL MEDIA PAID CAMPAIGNS

- GOOGLE ADS (BASIC-ADVANCE)

- (SEO)SEARCH ENGINE OPTIMIZATION

- ON- PAGE AND OFF- PAGE SEO

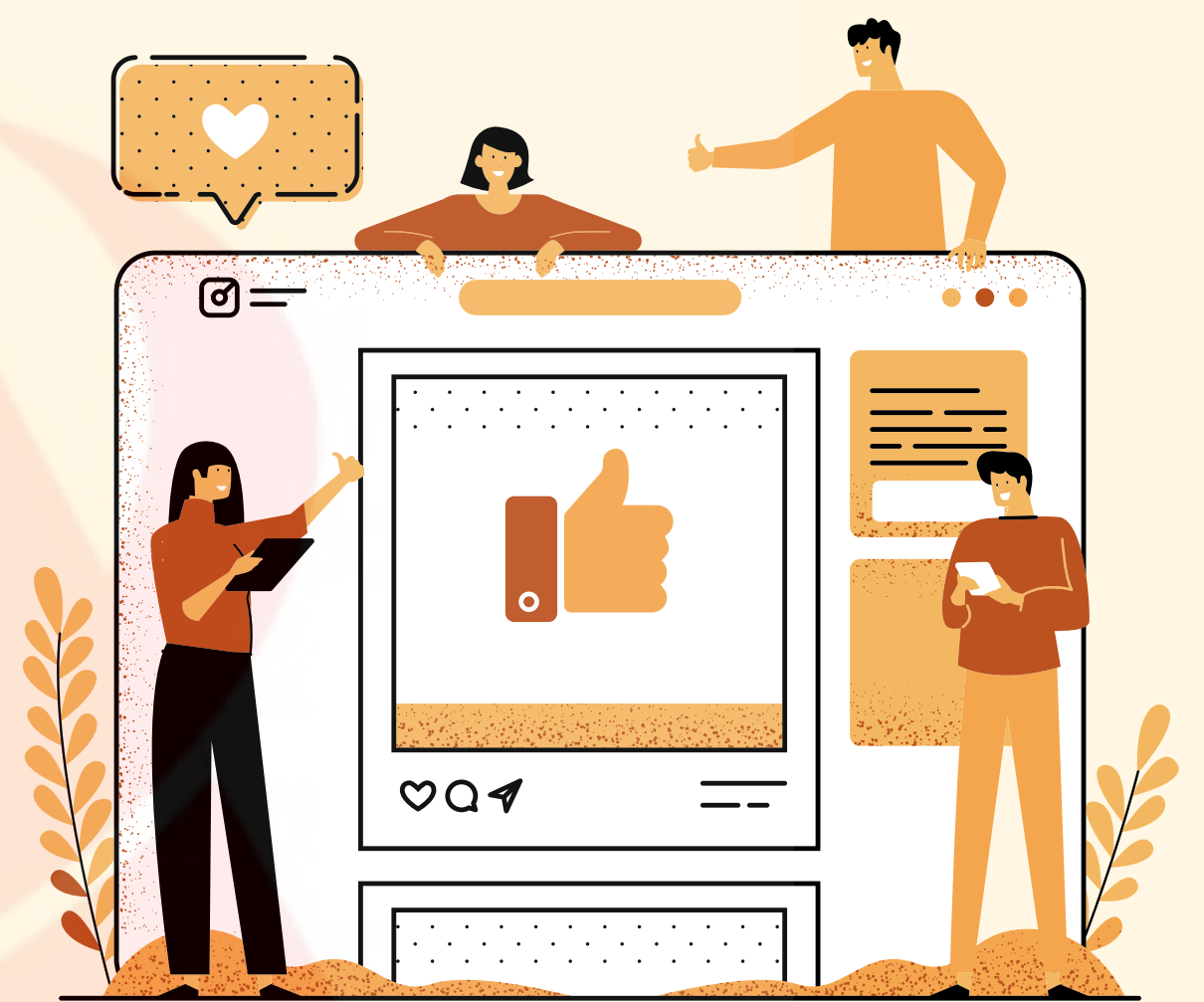
- SITEMAPS & BEST SEO PRACTICE

- LOCAL SEO

- UNDERSTANDING GOOGLE ALGORITHMS

- SEO TECHNIQUES

- YOUTUBE MARKETING



Graphic Designing

- Designing with Canva Beginner to Advance
- Website Designing, Domain Hosting
- Website creation with Wordpress
- Using Elemetor Page builder
- Installing Themes / Plugins



Website Designing, Domain Hosting

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Google Analytics

- **Account Management, Analysis**
- **Web Tracking, Annotations, Admin Panel**



Google
Analytics



Social Media Marketing

- **Types of posting, Techniques & tools, Content**
- Facebook-Ac/ Company Page creation, Insights**
- Linkedin - Ac/Company Page creation & Handling**
- **Twitter -Ac creation & handling, Hash Tags, Trends**



Social Media Paid Campaigns

- Facebook Ads - Targeting, Objectives, Ad creation
- Instagram ADS-Targeting, Objectives, Ad creation
- LinkedIn Ads - Targeting, Objectives, Ad creation



Google Ads - Basic to Advance

- **Account set up, Creating campaigns, Types**
- **Ad groups, Ads - Types, Ad creation, Gallery**
- **Text ad, Image ad, video ad, Light box ads**
- **Bidding & budgets, Ad scheduling, Keywords**
- **AB testing, contextual Targeting, Bid Types**
- **Quality score & its importance, Tracking**



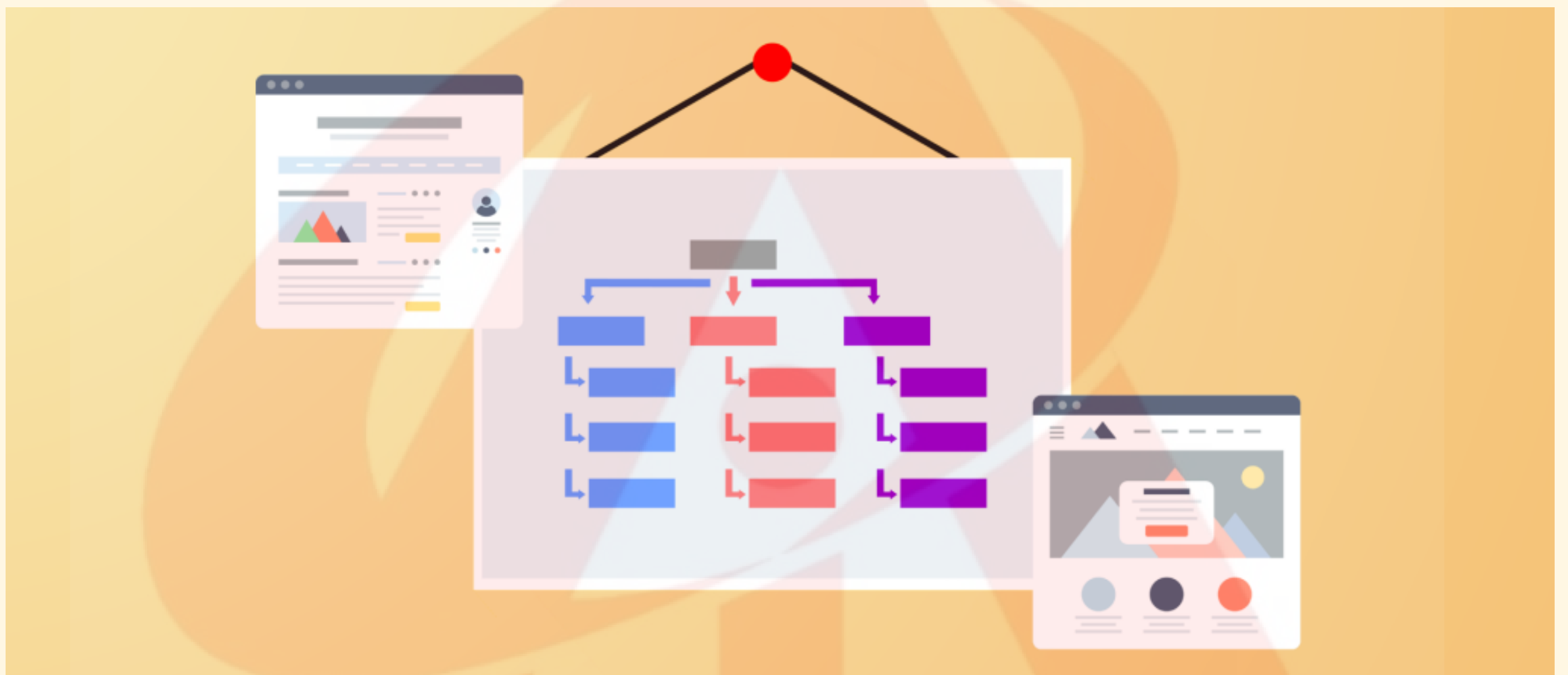
Google Ads

SEO (Search Engine Optimization)

- Introduction To SEO & Working
- Keywords Research, Analysis & Planning



Sitemaps & Best SEO Practices



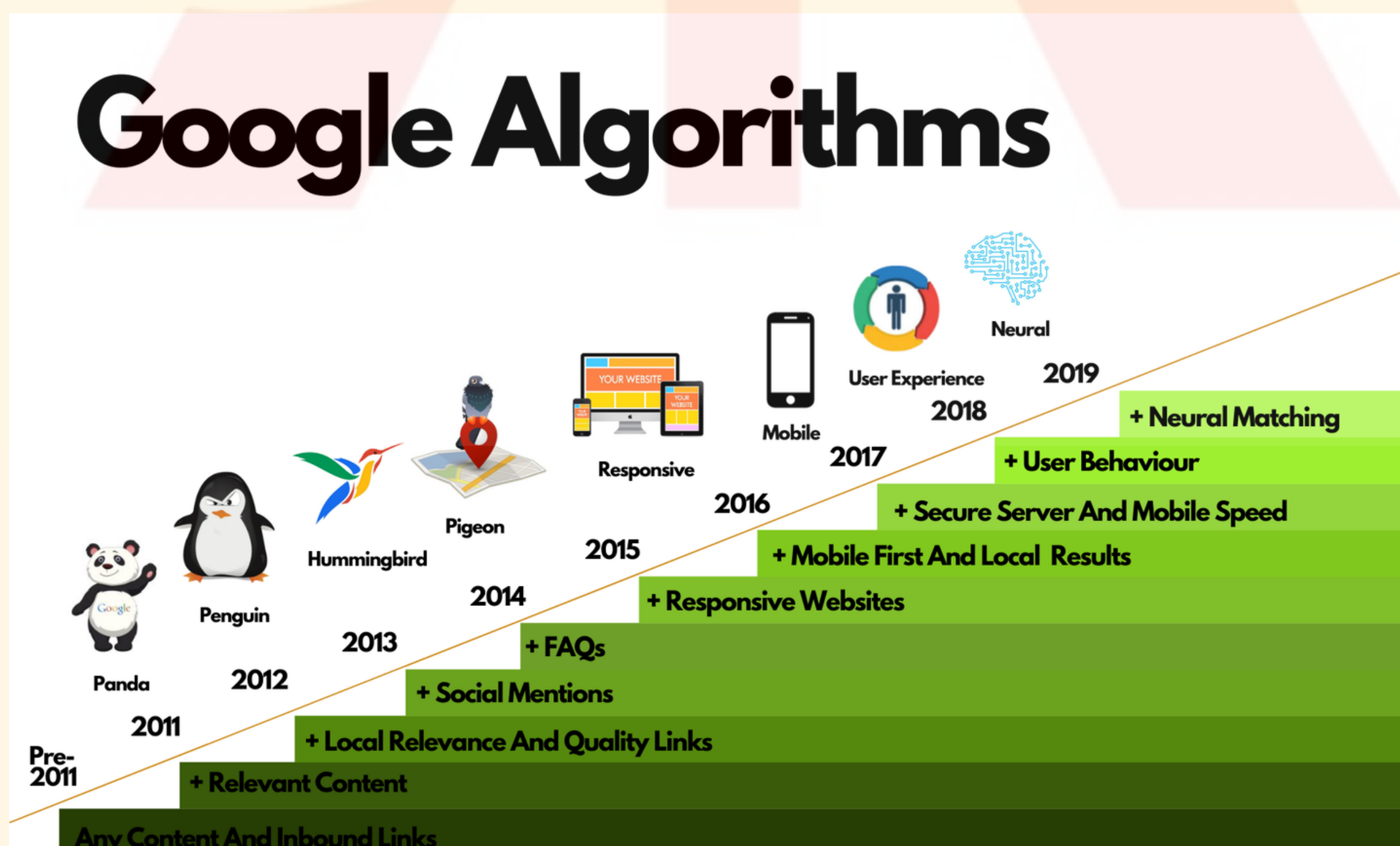
Local SEO

- **Local SEO Ranking Factors**
- **Google My Business Setup & Optimisation**



Understanding Google Algorithm

- What is Google Algorithm
 - Impacts of Google Algorithm
- Google Panda, Penguin, Hummingbird, EMD, Rankbrain, Fred, Possum

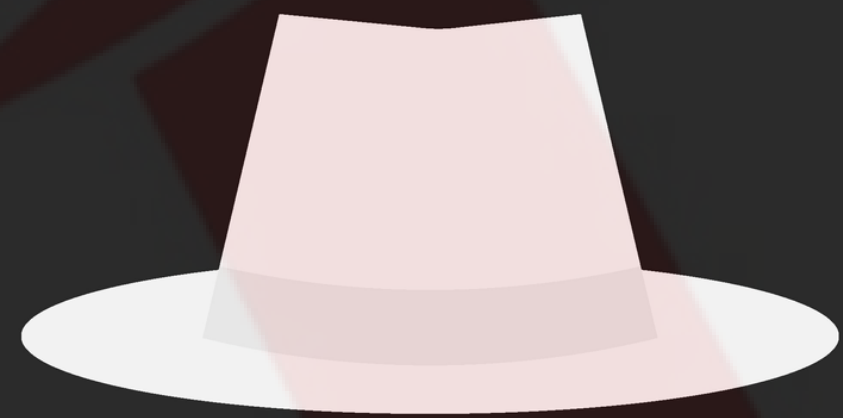


SEO Techniques

- White HAT SEO Techniques
- Black HAT SEO Techniques



BLACK HAT
SEO



WHITE HAT
SEO

Youtube Marketing

- Youtube SEO
- Keywords Research & Planning
- Youtube Video Ads

