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We believe that everyone should get the opportunity to learn their desired course. So we provide flexibility timings.



Advanced Digital Marketing

Quick Contact

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Digital Marketing

- Social Media Marketing
- Content Marketing
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Pay-Per-Click Advertising (PPC)
- Affiliate Marketing
- Email Marketing
- Radio Advertising
- Online Public Relations

SEO

- SEO Basics
- Internet and Search Engine Basics
- Internet Marketing
- Importance of Internet Marketing
- Types of Internet Marketing Methods
- Importance of Search Engines
- How the search engine works
- Understanding the SERPs
- Using Search Operators
- Search Engine Algorithms
- Google Algorithm Updates



- Page Rank Technology
- Panda Update and its Importance
- Architecture of Website
- Website Designing Basics
- Domain, Hosting
- Difference between dynamic & static website
- Target Segmentation
- Search Engine Optimization
- What is SEO
- Need of SEO
- Search Engines
- Different types of keywords
- Search Engine Optimization Techniques
- Black Hat SEO
- White Hat SEO
- Grey Hat SEO
- On Page Optimization
- Site Analysis
- Analysis of Similar websites
- Keyword Research
- Different Types of Keywords
- Keyword Density
- Meta tags creation (Title, Meta Description, Meta Keywords)
- Optimize SEO Content
- H Tag Optimization (H1, H2, H3..H6)
- Image Optimization
- Create SEO friendly URLs



- Add Breadcrumb to Internal Pages
- Custom 404-page creation
- Creating HTML and XML Sitemaps
- Creating Robots.txt file
- Canonical Implementation (301, 302 redirection)
- Internal linking
- Improve Page Speed
- Quick indexing techniques
- Search Engine Submission
- Canonicalization
- Broken Link Check
- HTML Code Clean Up & Optimization
- W3C Validation
- Schema Mark-up (Micro Data)
- HTTP Response Codes
- Off Page Optimization
- Type of Backlinks
- Quality Link Building
- Directory Submission
- Social Bookmarking
- Article Submission
- Micro Blogging
- Blog Commenting
- Web 2.0 Submission
- Document Submission
- Video Submission
- Questions & Answers



- Guest Blogging
- Photo Sharing
- Customer Review Submission
- Press Release Submission
- Forums Posting
- Google Search Console (Google Webmaster Tool) and Bing Webmaster
- Search Appearance
- Search Traffic
- Google Index
- Crawl Issues and Test
- Disavow File Upload
- Google Analytics
- Importance of Google Analytics
- Fundamentals of Google Analytics
- How to Track Landing Pages
- How to Track Location
- User Tracking
- Tracking Conversions
- Monitoring Website Performance
- Monitoring Visitors Behaviour
- Setting up Goals and Funnels



Content Writing

- SEO Based Content
- Digital/UX Content
- Subject Oriented Content
- Social Media Content
- Advertising Content
- Articles - Company News, Product Announcements
- Blog Posts
- Case Studies
- E-Books
- E-Courses
- Email Marketing
- Infographics

❖ Prerequisite: Student should be good at “Written English”



HTML5

- Introduction
- What is difference between HTML and HTML5?
- HTML Overview
- DOCTYPE
- HTML Attributes
- Text Formatting
- Script tag
- Link tag
- Image tag
- Div tag
- Span tag
- Kbd tag
- Code tag
- Paragraph
- Pre
- HTML Tables
- HTML Lists
- Iframes
- HTML Web Storage
- Semantic Element
- HTML Media
- HTML Audio and HTML Video



CSS3

- What is CSS?
- CSS Inclusion
- CSS Fonts
- CSS Text
- CSS links
- CSS Tables
- Margin property
- Padding property
- CSS Lists Styles
- CSS Cursors
- CSS Overflow
- CSS Position
- Pseudo Classes
- Pseudo Elements
- Animation
- Media Query
- Box Sizing



BootStrap

- Overview
- Grid System
- Typography
- Code
- Tables
- Forms
- Buttons
- Images
- Helper classes
- Responsive utilities



JAVASCRIPT

- Introduction
- Variable Declaration
- Arithmetic Operations
- Array
- Array Methods
- String
- String Method
- JavaScript Function
- Function Closure
- Prototype Chaining
- Regular Expression
- Error Handling
- Event Listener
- Date Methods
- JavaScript Form Validations
- Navigator
- E6 Features



Other Activities

Assessments

- Objective Assessments

- Syntactical based

- Scenario based

Note: At least 2 objective based assessments in each module

- Hands On – Practical Assessments

- Scenario based

Note: At least 2 Hands on assessments in each module

Assignments

- Hands On – Practical Assignments

Note: At least 4 Hands on assignments in each module

Tasks – Home Work

- Regular tasks on each module

Note: Tasks are focused more to improve self learning

- Free Career Counselling
- Mini POC (2 Projects)
- Assessments (3)
- Resume Building (2 level)
- Mock-up Interview sessions
- Technical Meetups (2 sessions)