

Digital Marketing Course Content:

Module 1- Basic HTML:

- Basic knowledge
- Semantic Structure

Module 2- Assets:

- Website:
 - Learning (Internet, websites, domain, servers, hosting etc.)
 - Types: (Static, Adaptive, Responsive and Dynamic)
 - CMS (Wordpress)
 - Planning of website
- Blogs
- E-books (brochures, lookbooks etc.)
- Infographic
- Social media channels
- Branding assets (logo, font etc.)

Module 3- Search Engine Optimization (SEO):

- Learning (Traffic, Keywords etc.)
- On-page SEO
- Off-page SEO
- Local SEO

Module 4- Google Analytics

Module 5- Google Webmaster

Module 6- Social Media Optimization (SMO)

Module 7- Social Media Marketing (SMM)

Module 8- Pay-Per-Click (PPC) / Google Adwords

Module 9- Content Management

Module 10- E-Commerce Marketing

Module 11- Banner Ads Marketing

Module 12- Affiliate Marketing

Module 13- Google Adsense

Module 14- Vendor/Seller Marketing

Module 15- Video Promotion

Total Course Fee: 12,000 / X 2 Installments

Duration:-

Regular (2 hrs): 2 Months

Weekend (3 hrs): 3 months

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