SEO & Digital Marketing

❖ **Basic of Marketing and Branding**

- Learn the importance of Marketing and Branding in Businesses and how both go hand in hand while constructing core strategies.

❖ **Introduction to Digital Marketing**

- Learn the importance of every component in digital marketing and understanding online marketing channel, how and when to use it.

❖ **Graphic Designing for Business**

- Learn how Graphic Designing helps in creating first impression in businesses and conveys marketing ideas in a beautiful ways
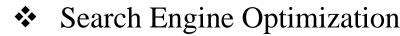
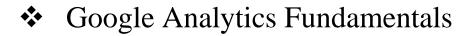❖ **Video Marketing Fundamentals**

- Learn how Video Marketing can help you and how Different types of Videos can help in promoting brands in a positive way and increases engagement

❖ **Professional Blogging**

- Learn the basic fundamentals practices of Professional Blogging and how to set your Personal blog as an expert Blogger.

❖ **Search Engine Optimization**

- Learn the basic fundamentals practices of Search Engine Optimization and how to set your On Page Off page SEO.

❖ **Google Analytics Fundamentals**

- Learn how Google Analytics can help you to measure the advertising as well track your websites and social media campaigns.

❖ Social Media Optimization for Business

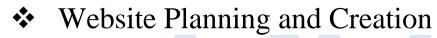- Learn the fundamental of social media, different social media networks and optimizing your business.

❖ Online Advertising and Google AdWords

- Learn how to Plan your online advertising strategy and paid marketing. Learn Google AdWords

❖ Email Marketing for Business

- Learn Importance of Email Marketing, and how you can write effective emails through different email marketing tools for business

❖ Website Planning and Creation

- Learn about the website essentials, how to create website through WordPress by setting up with Analytics tools

❖ Lead Generation and Marketing Automation

- This module focuses on laying out blueprint for generating leads from your website for your Business

❖ Advanced Web Analytics

- Learn how to track your website visitor behavior using google analytics and create advanced segments, filter and report

❖ Conversion Rate Optimization

- Learn how to increase the visitors to a website and convert into customers through various testing and analysis.

❖ **Advanced Web Content Marketing**

- Learn how to generate content for your website that people would love to read and share it

❖ **Growth Hacking Fundamentals**

- Learn the fundamentals of Growth Hacking and how it can help in building, engaging, and converting customers.

❖ **Advanced SEO**

- Learn how to increase traffic through SEO and brand awareness through Advanced SEO practices.

❖ **Social Media Strategy and Management**

- Learn how to create social media strategies and build community to monitor social media growth.

❖ **Mobile Marketing**

- Learn how to improve your mobile presence and get more downloads for your mobile apps campaigns.

❖ **Advanced Search Advertising**

- Learn the next level to place your online search advertisements on web pages and tracking the conversions.

❖ **Google Display Network Advertising**

- Learn How to place display online ads on the web pages and app install campaigns

❖ **Social Media Advertising**

- Learn the practices of online advertising that focus on social media platforms and services for Business.

❖ Remarketing and Recall Ads

- Learn the best practices to remarket your visiting customers through various advanced level remarketing ads.

❖ Video Advertising

- Learn the advanced level of video marketing through various channels to promote and market your brands.

❖ Online Media Buying

- Learn advanced online media buying option, Create Online media buying strategy.

❖ Shopping Ads

- Learn how to create and manage Shopping Ads in AdWords using Shopping Campaigns.

❖ Online Money Making

- Learn different options and Best practices to earn money online through online marketing.

❖ Selling Digital Marketing Services

- Learn how to grab freelancing projects.

❖ Digital Marketing Interview Preparation

- Get dedicated assistance to prepare for Interviews and advice from marketing experts.

❖ E-commerce and Marketplace

- Learn how to create your own E-commerce market store and market online.