



Basic To Advanced Digital Marketing Course

100% Practical Based Training

By Jignesh Dethaliya (10+ Years of Experience as Digital Marketing Specialist)



Why You Should Learn Digital Marketing?



For Better Job



Freelancing



For Own Business

What You Will Learn in Digital Marketing?

Fundamental

- What is Digital Marketing?
- How Does Digital Marketing Help in Business & Career?
- Importance of Digital Marketing
- What is Digital Marketing Strategy & How to Create?
- Difference Between Traditional and Digital Marketing
- Understanding Traffic
- Understanding Leads
- Content Marketing

Search Engine Optimization

- What is SEO?
- How Does Google Work?
- Importance of SEO
- What is SEO Strategy & How to Create?
- Keywords Research
- Understanding Important SEO Tools
- On page SEO
- Important Things to Create a Website
- Google Analytics Setup
- Google Search Console Setup
- Off-page SEO - Backlinks
- Google Tag Manager

Social Media Marketing

- Facebook & Instagram Page Creation
- Page Setting, Category and Important Information
- Ads Campaign Overview
- Engagement Campaign
- Leads Campaign
- Understanding Analytics
- Hashtags Practice
- Content Ideation

Google My Business

- Business Name Suggestion
- Profile Setup
- Category
- How to Manage
- Profile Content Ideation
- Review Ideation
- Content Post Ideation
- How to Rank Profile

Google Ads PPC

- Google Ads Account Setup
- Campaign Overview
- Display Ads
- Shopping Ads
- YouTube Ads
- Search Ads
- Keywords Selection
- Bid Strategy
- Understanding Report and How to Create

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AI-powered Tools for Digital Marketing

- Chat GPT-4
- Google Gemini

Website Design & Development (Without Coding)

- What is Domain?
- What is Hosting?
- What is SSL Certification?
And Its Importance
- Landing Page Design
- Content Creation

Canva Design

- Social Media Post Design
- Instagram Reels Creation
- YouTube Video Creation
- Logo Creation
- Banner Creation
- Resume Creation
- Document Creation
- Business Profile Creation

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Course Duration

Months

2.15 Days or Max 3 Months

Offline Batch Time

Morning Time: After 9:00 AM

Afternoon time: After 3:00 PM

Evening time: After 5:00 PM

Online Batch Time

Evening time: After 7:00 PM

Week Days

Tuesday, Wednesday, Thursday, Friday



Thank You



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