

DIGITAL MARKETING ONLINE COURSE

60 Hours Online Live Class



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About the Course

Our Digital Marketing Online Course designed to transform you into a digital powerhouse with in-depth expertise in every branch of online marketing. The training is structured around a proven learning path prescribed by senior industry leaders. This course will help you to learn the advanced methods from Beginner to Advanced stages of Digital.

DigiSkillz divide training sessions into two parts. In the first part, we will teach you all the industry-relevant skills via various tools. And in the second part, we will provide you with management skills training sessions. Both are equally important for your transformation into an all-rounded digital marketer.

Students at DigiSkillz learn from leading experts through case studies from the UK, Canada, Australia and many more. On the other hand, upon completion of our online digital marketing Course in Kochi, our students receive DigiSkillz, Google, Facebook, YouTube, HubSpot certifications. And, we offer 100% internship and job assistance with our 40+ digital corporate associations. So, build a successful career in digital marketing with DigiSkillz today

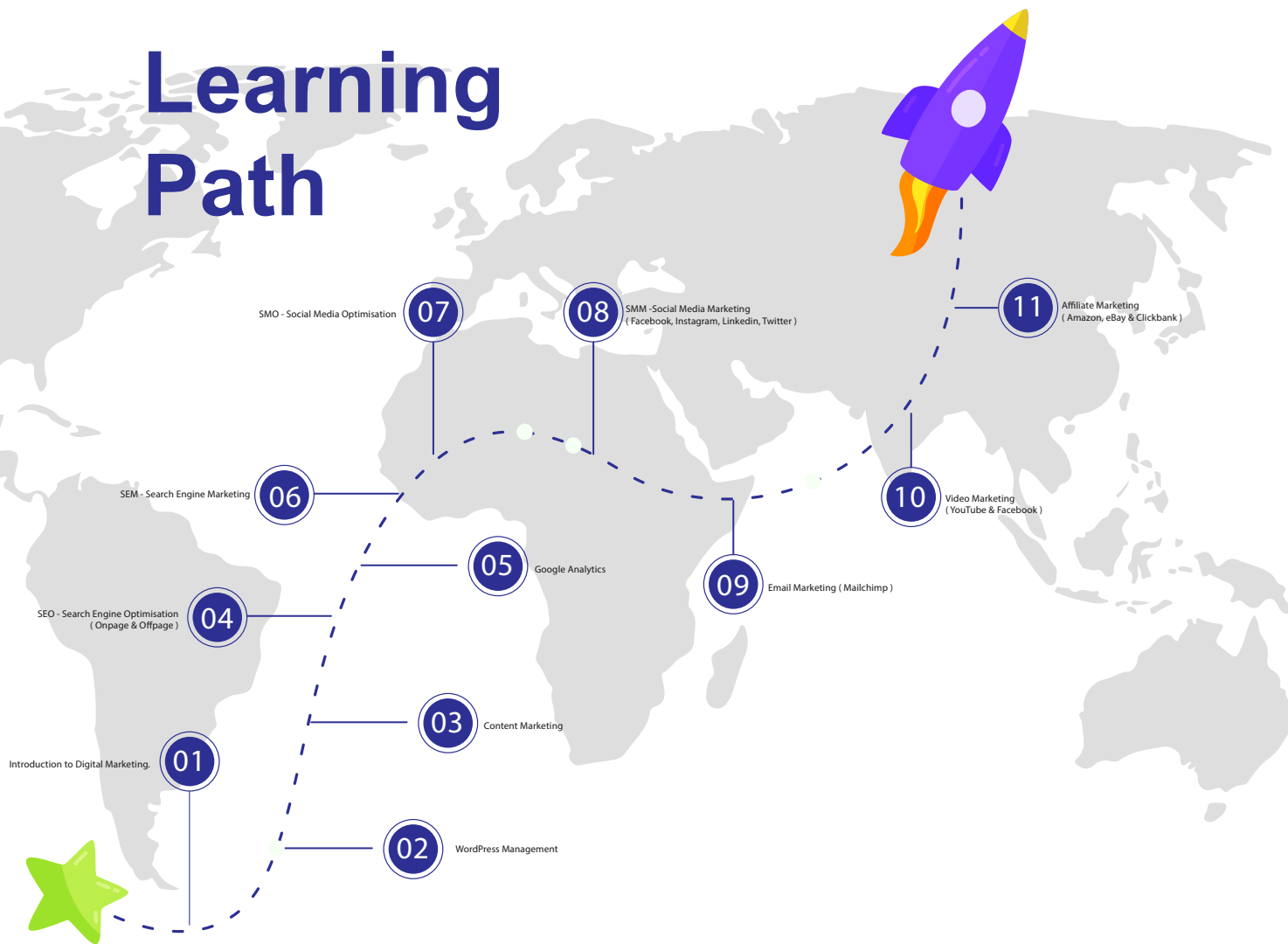


Key Features

- Industry-recommended learning path
- Live projects.
- Industry experts as trainers.
- Hands-on training experience.
- An interactive and practical approach.
- Meticulously designed syllabus.
- Access to 35+ live, instructor-led batches for the key course
- Placement assistance.
- Exclusive access to Digital Marketing Experts
- Complete digital marketing theory and practical.
- Prepares learners for 7+ certifications
- Covers 40+ digital marketing tools



Learning Path



Step :01

INTRODUCTION TO DIGITAL MARKETING

- ✔ Digital Marketing Introduction
- ✔ Importance Of Digital Marketing
- ✔ Modules of Digital Marketing
- ✔ Benefits of Digital Marketing
- ✔ How did Internet Marketing work?
- ✔ Traditional Vs. Digital Marketing
- ✔ Types of Digital Marketing
- ✔ Increasing Visibility
- ✔ Visitors Engagement
- ✔ Bringing Targeted Traffic
- ✔ How to Learn Digital Marketing?
- ✔ Tools & Softwares we are going to Explore



Step :02

WORDPRESS MANAGEMENT

- ✓ Introduction to WordPress
- ✓ Plugins Installation
- ✓ Creating pages, Post, Menus and URL Structuring
- ✓ Image Naming & Alt Tag Creation
- ✓ Yoast Seo Plugin
- ✓ Meta Title, Description & Meta Tags

ANALYSIS AND KEYWORD RESEARCH

- ✓ Market Research
- ✓ Keyword Research And Analysis
- ✓ Types Of Keywords
- ✓ Tools Used For Keyword Research
- ✓ Localized Keyword Research
- ✓ Competitor Website Keyword Analysis
- ✓ Choosing Right Keywords To The Project



Step :03

CONTENT MARKETING

- ✓ **Keywords Research & Understanding Your Audience**
- ✓ **Crafting Killer Headlines**
- ✓ **H1 , H2 ,H3 Tags Importance**
- ✓ **Tools to write content without Grammar Mistakes**
- ✓ **Seo Optimisation for Content**
- ✓ **Internal Links & External Links**



Step :04

SEO - SEARCH ENGINE OPTIMISATION (ONPAGE & OFFPAGE)

- ✓ Introduction of Search Engine Optimization,
- ✓ Functions & Features
- ✓ Website & Competitor Analysis
- ✓ Black Hat/White Hat/Grey Hat SEO
- ✓ Keyword Research & Implementation SEO
- ✓ Website Design & Architecture

ON PAGE SEO

- ✓ Creating an Account in Search Console
- ✓ Adding Website to Search Console
- ✓ XML Sitemap
- ✓ Robots.txt File Use and Creation
- ✓ Setting up the Preferred Website Version
- ✓ Url Inspection & Fetch as Google
- ✓ Rich Snippets & Structured Data

OFF PAGE SEO

- ✓ What is Off page Seo ?
- ✓ How to build backlinks ?
- ✓ Do Follow links and No Follow Links
- ✓ Social Bookmarking Links
- ✓ Directory Submission Links
- ✓ Building Image Links
- ✓ Building Q & A Links



Step :05

GOOGLE ANALYTICS

- ✓ Google Analytics Introduction
- ✓ Integration to Wordpress
- ✓ Views and Filters
- ✓ Creating Goals in Analytics
- ✓ Google Analytics Reports

Local Search

- ✓ Introduction to Google My Business
- ✓ Local Search Optimization
- ✓ Info & Insights Tutorial
- ✓ How to Handle Negative Reviews?
- ✓ Google My Business Website Importance
- ✓ Multiple Location & User Management



Step :06

SEM - Search Engine Marketing

- ✓ Google Adwords Express Introduction
- ✓ Creating First Google Ad
- ✓ Targeting inside Adwords Express
- ✓ How to write Google Ads
- ✓ Budget & Billing
- ✓ What are Campaigns
- ✓ What are Ad Groups
- ✓ What are Ads
- ✓ What are Ad Extensions
- ✓ What is Conversion Tracking ?
- ✓ What is Remarketing ?
- ✓ Difference Between Adwords-Express & Google Ads
- ✓ Google Ads Account Setup
- ✓ Exploring Google Keyword Planner
- ✓ Keywords Match Types
- ✓ Types of Campaigns in Google Ads
- ✓ Creating Search Campaign
- ✓ Creating Display Campaign
- ✓ Video Campaign Creation
- ✓ Integration of Analytics inside Google Ads
- ✓ Setting up Remarketing Audiences
- ✓ Creating Remarketing Ads in Google Ads



Step :07

SMO - Social Media Optimisation

What is Social Media Optimisation ?

- ✔ **Branding of our Business**
- ✔ **Tools we can use for Graphics**
- ✔ **Important Social Media Platforms**
- ✔ **How to optimise the Social-
Platforms with Keywords**
- ✔ **Facebook Page Optimisation**
- ✔ **Instagram Business Profile**
- ✔ **Linkedin Page Optimisation**
- ✔ **Twitter Optimisation**
- ✔ **Canva Tutorial**



Step :08

SMM -Social Media Marketing (Facebook, Instagram, LinkedIn, Twitter)

Facebook Session

- ✔ Facebook Page Introduction & Tour
- ✔ Facebook Ads Manager Introduction
- ✔ Facebook Business Manager Introduction
- ✔ Social Media Marketing Tools

Facebook Ads Advanced

- ✔ Campaign Creation inside Ads Manager
- ✔ Lead Ads & Website Traffic
- ✔ Facebook Pixel Explained
- ✔ Facebook Remarketing
- ✔ Facebook Conversion Tracking
- ✔ Facebook Audience Manager
- ✔ Facebook Look a like Audience

Facebook Ads

- ✔ Facebook Ads Policies
- ✔ Introduction to Boost Ads
- ✔ Introduction Promote Ads
- ✔ Quick Campaigns from Facebook
- ✔ Advantages & Disadvantages

Instagram Ads

- ✔ Instagram Campaigns Introduction
- ✔ Instagram Campaign Types
- ✔ Creating Instagram Campaign via Facebook
- ✔ Creating Instagram Campaign via Instagram



Step :09

Email Marketing (Mailchimp)

- ✓ Introduction to Email Marketing
- ✓ Email Marketing Tools
- ✓ Mailchimp Tutorial
- ✓ Creating Email Lists
- ✓ Email Marketing Automation



Step :10

Video Marketing (YouTube & Facebook)

- ✔ Youtube Brand Channel Creation
- ✔ YouTube Brand Channel Account Setup
- ✔ YouTube Channel in Detail
- ✔ Youtube Copyright Policies
- ✔ How to upload on YouTube ?
- ✔ Title , Description and Tag
- ✔ Cards & Endscreens
- ✔ Monetization
- ✔ Thumbnails & Playlist
- ✔ YouTube Seo Tools



Step :11

Affiliate Marketing (Amazon, eBay & Clickbank)

- ✔ Introduction to Affiliate Marketing
- ✔ Affiliate Marketing Platforms
- ✔ Affiliate Account Creation in Amazon
- ✔ AdmitAd Account Creation
- ✔ Affiliate Link Marketing
- ✔ Affiliate Link Marketing via Display Ad
- ✔ Affiliate Link Marketing via Videos
- ✔ Affiliate Link Marketing via Content



CREATING A NEW SIMPLE WEBSITE

- ✓ Creating A Simple Website For Your Business

INTERVIEW PREPARATION

- ✓ Resume Preparation
- ✓ Interview Question Preparation



Tools



Certifications.





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