NetTech India

Get Certified

GLOBAL CERTIFIED

PG CERTIFICATION IN DIGITAL MARKETING

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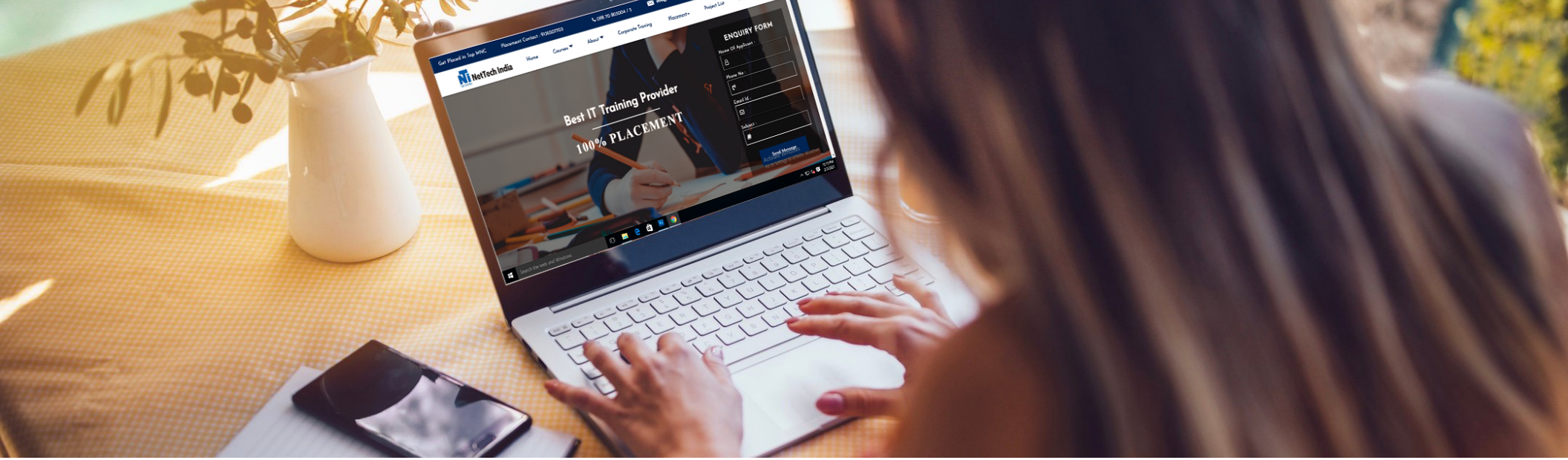

ABOUT US

NetTech India Training Institute offers a high-quality learning experience in the field of IT training to train students on brand new technologies and train them to deliver the desired results with commercially relevant and re-organized technical skills.

The probability of achieving your dream job will keep on increasing day by day once you complete a course in NetTech India. We also focus on improving soft skills in terms of communication, leadership, teamwork, external appearance, and attitude which helps everyone to be professional in all the aspects of their career.

25% Theory

75% Practicals

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ABOUT
DIGITAL MARKETING

Every company is now getting online to generate online business. Directly or indirectly, they need Digital Marketing experts. Net Tech India brings you the Digital marketing course that includes SEO, SMM, SMO training, which every business is looking for and which is very important part of online marketing activities. Net Tech India has designed, explained and demonstrated this Digital Marketing course with examples from professionals that will help you become an effective Digital Marketer.

BENEFITS OF
DIGITAL MARKETING

- Career Growth - Higher Pay & Position
- Encourages professional development
- Enriches self-image and reputation
- Enhances professional credibility.
- Abundant Job Opportunities
- Used In Many Industries
- Global Recognition
- Secure and Flexible
- 150+ Case Studies
- 50+ Projects

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MODULES OF PG CERTIFICATION IN DIGITAL MARKETING

SEARCH ENGINE OPTIMIZATION

- On Page Optimization
- Off Page Optimization
- Google Webmaster
- Google Analytics

MODULES OF PG CERTIFICATION IN
DIGITAL MARKETING
SOCIAL MEDIA OPTIMIZATION

- Facebook Marketing
- Twitter Marketing
- LinkedIn Marketing
- Video Marketing

MODULES OF PG CERTIFICATION IN DIGITAL MARKETING

SEARCH ENGINE MARKETING

- Pay Per Click
- Google Ads

MODULES OF PG CERTIFICATION IN DIGITAL MARKETING

DIGITAL MARKETING SERVICES

- Affiliate Marketing
- Mobile Marketing
- Email Marketing
- App Store Optimization
- Content Marketing
- Ecommerce Design & Development

MODULES OF PG CERTIFICATION IN
DIGITAL MARKETING
WEBSITE DESIGNING

- HTML
- CSS
- JAVA script
- J Query

MODULES OF PG CERTIFICATION IN
DIGITAL MARKETING
GRAPHICS DESIGNING

- Corel Draw
- Photoshop

SEARCH ENGINE OPTIMIZATION (SEO)

1 Internet & Search Engine Details

- What is Internet Marketing?
- Importance of Internet Marketing
- Types of Internet Marketing Methods
- How does the search engine work?
- Understanding the SERP
- Using Search Operators
- Google Search Engine Architecture
- Google Algorithm Updates
- Page Rank Technology
- Panda, Penguin & Hummingbird Update
- Latest Updates about SEO Algorithms

2 Basics of Website Designing

- Html
- CSS

- IFRAME
- Domain
- Web Hosting
- Servers

3 Blogging On Web 2.0 (Practical)

- WordPress

4 Keywords Research And Analysis)

- Introduction To Keyword Research
- Types Of Keywords
- Keyword Research Methodology
- Keywords Analysis Tools
- Business Analysis
- Competitor Analysis
- Preparing A Keyword List For Project

5 On-Page Optimization

- What is SEO
- Importance Of Domain Names
- Website Structure & Navigation Menu Optimization
- Title Tag Optimization
- Meta Tags Optimization
- SEO Content Writing
- Existing Web Content Optimization
- Page Speed Optimization
- Anchor Links Optimization
- Internal Link Strategy
- Iframes / Frames Effects On SEO
- Use Of Robots.Txt
- Sitemap Creation Of XML/Html/Text
- 301 & 302 Redirection
- Image Tag Optimization
- Footer Optimization

- Canonical Tag Implementation
- 404 Page Optimization
- Heading Tags
- URL Optimization
- Bread Crumb
- Schema & Rich Snippets
- Hidden Links
- Cloaking
- Doorway Pages
- Keyword Stuffing
- Landing Page Optimization
- Broken Links
- Pagination in SEO
- HTML Validation Using W3C
- Onsite Optimization Basics (Quick Overview)

6 Off-Page Optimization

- Introduction To Offsite Optimization
- Submission To Search Engines
- Link Building Methodology

- Types of Links
- Directory Submissions
- Social Bookmarking
- Local Business Listing (Google Mapping/Listing)
- Classifieds Posting
- Forum Posting, Signatures, And Commenting
- Using Blogs For SEO
- Blog Commenting
- Press Release Submission
- Article Submissions
- Video Submissions
- Social Media Optimization Techniques (Basics)
- RSS Feeds Submissions
- Tracking The Links And Page Rank
- RSS Submission
- Q&A Submission
- Black Hat & White Hat SEO
- Online Reputation Management

- PPT & PDF Submission
- Black Hat / White Hat
- Alexa Insights
- Link Exchange
- Two & Three Way Link Building

7 Google Webmasters

a. Adding Website & Verification Process

b. Site Dashboard & Messages

c. Search Appearance
   1. Structured Data
   2. Data Highlighter
   3. HTML Improvements
   4. Sitelinks

d. Search Traffic
   1. Search Analytics
   2. Links to Your Site
   3. Internal Links
   4. Manual Actions

5. International Targeting
6. Mobile Usability

e. Google Index
1. Index Status
2. Content Keywords
3. Blocked Resources
4. Remove URLs

f. Crawl
1. Crawl Errors
2. Crawl Stats
3. Fetch as Google
4. robots.txt Tester
5. Sitemaps
6. URL Parameters
7. Security Issues
8. Other Resources
9. Google Disavow Tool
10. Bing Webmasters Set-Up

8 Google Analytics with Certification

a. Introduction To Google Analytics
b. Key Components Of Web Analytics
c. Why Choose Google Analytics?
d. Setting Up Google Analytics

e. Reporting
- Dashboards
  - o Private
  - o New Dashboard
- Shortcuts
- Intelligence Event
  - o Overview
  - o Daily Event
  - o Weekly Event
  - o Monthly Event

f. Real-Time
- Overview
- Location
- Traffics Sources
- Content

- Event
- Conversions

g. Audience
- Overview
- Active Users
- Cohort Analysis
- Demographics
- Interest
- Geo
- Behavior
- Technology
- Mobile
- Custom
- Benchmarking
- User Flow

h. Acquisition
- Overview
- All Traffic
- Search Engine Optimization

- Social
- Campaigns

i. Behavior
   - Overview
   - Behavior Flow
   - Site Content
   - All Pages
   - Content Drilldown
   - Landing Pages
   - Exit Pages
   - Site Speed
   - Site Search
   - Event
   - Publisher
   - Experiment
   - In-Page Analytics

j. Conversions
   - Goal
   - Ecommerce
   - Multi Channels Funnels
   - Attribution

9 Reports and Management

- Website Position Analysis
- Introduction To Google Analytics
- Installing Google Analytics
- Basics Of Google Analytics
- Visitors Reports
- Geographic Reports
- Traffic Sources Reports
- Keywords Reports
- Goals And Conversions
- Live Project Exposure
- Bing Analytics Set-Up

10 Google SEO Guidelines & Updates

- Mirror Pages
- Keyword Density
- Keyword Proximity
- Keyword Prominence
- Link Juice
- Link Baiting

- Link Wheel
- Keyword Mapping
- LSI
- KEI
- Inbound and Outbound Links
- Google Lore - Hilltop Florida, Big Daddy
- Domain Authority
- Google Sandbox
- Crawling, Indexing And Caching
- Mouse Trapping
- Link Choose
- Link Farming
- Hallway
- Matt Cutts
- Keyword Stemming
- Google Dance
- Click Fraud
- Link Partner
- Orphan Pages

11 Exposure on Live Projects

- SEO Activity on Fresh Domain
- Competitor Analysis
- Performing On-Page & Off-Page Activity
- Optimizing Keywords & Monitoring Ranking
- Link Building on Targeted Keywords
- Driving Traffic
- Increasing Organic Clicks

SOCIAL MEDIA OPTIMIZATION (SMO)

1 Introduction to SMO

- Social Media Optimization (SMO)
- What is social media?
- How can social media help my business?
- Social Media Training: The Big Picture
- Conversations, relationships, word of mouth, and transparency
- The key Social Media tools and networks
- Establishing your online identity and message
- The consolidated approach
- Social Media Training: Blogging
- Why should you blog and What should you blog about
- The main types of blog
- Research methods for writing quality, timely content
- Engaging your audience with video
- Social Media Training: Making best use of specific Social Media platforms
- An introduction to Social Media

2 Facebook

- What is Facebook and why do so many people use it?
- What are the business benefits of a Facebook profile?
- The ground rules; the major do's and don'ts about creating a business profile on Facebook.
- How it works – the basics
- Etiquette on Facebook
- Getting your message across on Facebook
- Building your brand on Facebook

3 Twitter

- Audience Targeting and Segmentation
- Competitive Intelligence
- Engagement Pattern Analysis
- Optimized Content Development
- Conversation Marketing
- Twitter Advertising
- Comprehensive Keyword And Hashtag Analysis
- Gender, Location And Keyword Targeting

4 LinkedIn

- Why LinkedIn is key and its place in the social media and business worlds
- Setting your LinkedIn strategy
- Getting your Settings right for you
- How it works – the basics
- Etiquette on LinkedIn
- Getting your message across on LinkedIn
- Building your brand on LinkedIn

5 Google Plus Marketing

- What is Google Plus
- Features
- Tools and Techniques of Google Plus
- Creating Profile and pages
- Social Strategies and Tactics for Google+
- Integration with your site
- Google Plus: Circles | Hangout | Stream
- Google Plus for Business

6 Video Marketing

- How to work with your YouTube audience
- YouTube Ad Formats Supported
- Analytics & Insights
- Video Manager
- YouTube Video Dashboard
- Video Bidding CPV(Cost Per View)

SEARCH ENGINE MARKETING (SEM)

1 **Introduction to AdWords and PPC**

- What is Google AdWords?
- Overview of Search Engine Marketing & Online Advertising
- Direct Response vs. Branding in Online Advertising
- About Google and Google AdWords
- How AdWords Targets Audiences
- AdWords Costs and Payments
- Basic AdWords Features - Ad Formats
- Terms to Know
- What is Pay per Click Marketing?
- Importance & Benefits of PPC
- Other Pay-Per-Click Providers

2 **WHAT IS KEYWORD RESEARCH?**

- Diff between SEO & PPC keywords
- Keywords popularity, Search Volume
- Categorize Keywords in Ad groups
- Keyword Types: Broad, Exact, Phrase

3 Common AdWords and PPC Terms

- Placement
- Image
- Campaign & Ad Group
- Click
- What is "Click-Through-Rates" CTR
- What is Impression (Impr.)?
- What is "Cost/Conversion"?
- Cost Per Action (CPA)
- What is Tracking Code?
- Conversion Rate Optimization (CRO)
- Cost-per-click (CPC)
- Maximum cost-per-click (maximum CPC)
- Cost-per-thousand impressions (CPM)
- Quality Score
- First page bid estimates
- Optimization

4 Getting Started with AdWords

- Signing up for AdWords
- Creating an AdWords Account
- AdWords Account Access
- Activating an AdWords Account
- Creating Accounts for Others (MCC)
- Hiring Someone to Manage Your Account

5 AdWords Account and Campaign Basics

- Introduction to AdWords Account Management
- Key Concepts of AdWords Account Management
- Managing Client Accounts
- AdWords Editor
- AdWords Account Structure
- Navigating an AdWords Account

6 CREATE EFFECTIVE ADS AD GROUPS

- Measurement of Title, Desc, URL,
- Ad that produce better ROI Using Ad Ext

7 WHAT IS BIDDING?

- WHAT IS A QUALITY SCORE?
- Quality Score and CTR
- How Quality Score Effect on Bids?
- How to Increase Position on Search?
- Bid Ad position/ Bid Management
- User Define bids/Automatic Bids
- Importance of bidding techniques
- Competitor s Analysis for bidding

8 WHAT IS LANDING PAGE?

- Ads versus Landing Page
- Optimize your landing pages
- Use 'Calls to Action'/Cost/Conversion

9 Campaign Management Account

- How to set up PPC Campaign
- PPC Campaign Navigation
- Search Network

- Display Network
- Shopping
- Video
- Universal app campaign
- Ad Preview & Diagnosis
- Negative Keywords

10 Ad Groups Segment

- Time
- Conversion
- Network(with search partners)
- Click type
- Device
- Experiment
- Top vs Other
- +1 annotation
- View types
- Filter
- Graph
- Campaign Reporting
- Campaign Comparison

11 Campaign Setting

- Location
- Device
- Budget
- Ad schedule
- URL Options

12 Ads

- Automate Section
- Labels

13 Keywords

- Bid Strategy
- Automate Keywords
- Auction Insights

14 Audiences

- Ad Extensions
- SiteLinks
- Location
- Call
- App
- Callout
- Structures snippet
- Automated Extensions Report
- Dimensions
- Keywords Performance Reports
- Billing
- Account Management
- Linked Accounts

ADWORD CERTIFICATION (GUIDANCE & SUPPORT)

DIGITAL MARKETING SERVICES

1 AFFILIATE MARKETING

- Introduction and getting started
- Know your Audience
- Maximizing effects from your efforts
- Connections and Communications
- Legal and Ethical Considerations
- Case Studies

2 MOBILE MARKETING

- MOBILE MARKETING ORIENTATION
- USABILITY
- BUILDING MOBILE PRESENCE
- MOBILE ADVERTISEMENT
- APP MARKETING
- APP MONETIZATION
- MEASURING SUCCESS

3 EMAIL MARKETING

- Email Marketing – the pros and cons
- The Top 10 things you can do with email
- Permission and E-permission marketing
- Defining your goals
- E-marketing strategies
- Planning and delivering email campaigns
- Choosing your metrics
- Working with email templates
- Choosing colors and fonts
- Thinking about navigation
- Landing page optimization
- AB Testing
- Dashboard
- Reporting

4 APP STORE OPTIMIZATION

- Keyword Research
- Description Optimization
- App Screenshots

- App Video Demo
- App Landing Page
- App Website
- App Reviews
- App Store Report
- Forum Announcement
- Online Ad Networks

5 CONTENT MARKETING

- An introduction to content marketing
- What can content marketing do for you?
- The good, the bad, and the ugly
- Why you need a data-driven strategy
- Defining your key metrics
- How to do topic research
- How to be engaging
- Successful competitor analysis
- Attracting and utilizing influencers

- Multimedia, interactive and rich content
- What makes a good headline
- Writing for digital platforms
- What you need from a content calendar
- Successful digital PR
- How to promote your content

6 ECOMMERCE DESIGN AND DEVELOPMENT

- Introduction to eCommerce as a concept
- Elements of eCommerce design
- Critical factors to eCommerce success
- Payment Gateway Integration

WEB DESIGNING

1 JAVA SCRIPT

2 J QUERY

3 HTML

- Overview of HTML5
- The Canvas API
- Scalable Vector Graphics in HTML5
- Understanding Geolocation API
- Working with Forms API
- Communications API in HTML5
- Working with WebSockets
- Working with Web Workers
- Wing with Drag-and-Drop
- Using Storage APIs
- Offline Web Applications with HTML5

4 CSS

- Introduction to CSS3
- Basic Selectors
- Working with Sizes, Colors & Files
- Styling Text
- Web Fonts
- Background, Borders & Shadows
- Gradients without Images
- Advanced Selectors
- Lists and Navigation Menus
- Exploring Generated Content
- Transforms and Transitions
- Animating Elements with Keyframes
- Styling Tables
- Elements Positioning
- Working with Layouts
- Multi-Column Layouts with CSS3
- Dealing with Cross Browser Layouts
- Media Queries
- Print CSS3

GRAPHICS DESIGNING

COREL DRAW & PHOTOSHOP

- Lesson 1 - The Fundamentals of Computer
- Lesson 2 - Computer-Aided Illustrations(CorelDraw)
- Lesson 3 - Computer-Aided Image Editing (PhotoShop)
- Lesson 6 - Typography
- Lesson 7 - Branding & Identity
- Lesson 8 - Print Production
- Lesson 9 - Advertising Design

CERTIFICATION

- Google
- Youtube
- Facebook
- Hubspot
- Yandex

And Many More...

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WHO CAN LEARN ?

- Anyone who wants to build a career in Digital Marketing..
- Entrepreneurs who want to grow their business.
- Students who are currently in college or university

CAREER OPPORTUNITIES

- Digital Marketing Manager
- PPC/SEM Expert
- Digital Director
- Social Media Executive
- SEO Executive/Expert
- Content Marketer
- Analytics Manager

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PROCESS FOR SUCCESS

GET PLACED

GET TRAINED

ENROLL

FACILITIES OFFERED

- Practical Training on Live Projects
- 100% Placement Guarantee
- Interview Preparation
- Global Certification
- Fully functional labs
- Online / OfflineTraining
- Study Materials
- Expert level industry recognized training

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