



# Advance Digital Marketing Course

## HEAD-OFFICE

Roll No..... Time.....

Name of Student.....

Course.....

Joined on..... Completion .....

# Module -1

<b>Topics</b>	<b>Date</b>	<b>Completed</b>	<b>Signature</b>
Overview of digital marketing			
SEO ON-Page Optimization			
SEO OFF-Page Optimization			
Lead Capture Plugin			
Social Media Optimization			
Google Analytics			
Mobile Marketing			
Email Marketing			
Affiliate Marketing			
eCommerce Marketing			
Online Reputation Management			
PPC Optimization			
Understanding Remarketing			
Understanding Conversion Tracking			
Lead Generation			
Google Search Console			
Getting Freelance Projects			

Wordpress			
SMS Marketing			
Webmaster Tools			
Adsense and Blogging			
Content Optimization			
Google Places and Geo Targetting			
Application Installation			
Practical Projects of all Modules			
Creating DM Strategy			
SEO Tools and Algorithms			
Advanced Google Adwords PPC			
Display Network Advertisement			
Google Shopping Network			
Google Video Based Marketing			
Facebook & Instagram Marketing			
Twitter & LinkedIn Marketing			
Lead Generation Techniques			
Creating Landing Pages for Lead Generation			

Lead Generation Using SEO Techniques			
Lead Generation With Adwords			
Lead Generation With Email Marketing			
Generating Leads with SMS Marketing.			

EXPERT

# TERMS & CONDITIONS

- Students must come according to the batch timings given to them.
- Admission in class room is not allowed without the progress report.
- Student should maintain silence in the class room and support their teacher for maintenance.
- For any queries student must consul their teacher after class time.
- If a student is absent from the class or take leave without information no extra classes will be provided to them.
- In case of discontinuation of classes for 30 days continuously Rs.1000/- will be charged as Re-admission fee.
- In case of delay in submitting fees installment, a fine of Rs.30/- per day will be charged after 5 days and of Rs.60/- per day will be charged after 10 days delay.
- Student will be responsible for tools and material used by them present in practical lab.
- Student should follow the module given to them.
- Student whose full fees is not completed is not allowed to sit in tracing classes.
- Student is not allowed to drink and eat anything in class premises.
- Do not play games in the lab.
- Student should submit fees in office only and get their receipt.
- Listen to directions. When teacher ask for your attention, please stop your work.
- Put your phone on silent mode before entering the class room.
- Student should follow all the rules of the institute strictly otherwise he /she will not be allowed to sit in the class room again.

# Google, Facebook, Youtube

## TIKTOK TWITTER INSTAGRAM ADVANCED DIGITAL MARKETING COURSE



24 X 7 Online Support\*

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