Course: **Digital Marketing Training**

Duration: 40 Hrs (Changeable) | Fees: Individual / Batch

Since 2007, Nestsoft TechnoMaster has been providing training, internships, and services in IT technologies, both online and offline, with the expertise of **over 250 industry experts**. We have delivered internships, training, and seminars to more than 50,000 students, resulting in numerous success stories. **We offer 100% placement support through JobsNEAR.in**

Our Courses/Internship

- Python/Django Fullstack
- Artificial Intelligence
- Machine Learning
- Data Science
- Software Testing (All)
- Wordpress, Woocommerce
- Digital Marketing, SEO
- Php/MySQL, Laravel
- Flutter, Android, IOS
- Asp.net MVC
- Web Design, Javascript
- Angular JS, React JS
- CCNA, MCSA, CCNP
- AWS, GCP, Azure
- Odoo, SalesForce, Sap
- Microsoft Excel
- Ethical Hacking

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Syllabus on the Next Page ..

Social Media Marketing (6 Hours)

✳ Facebook Marketing

✳ Instagram Marketing

✳ Linkedin Marketing

✳ Twitter / X Marketing

✳ Paid Ads on Facebook/Instagram

On-Page SEO (7 Hours)

✳ Introduction â€" Digital Marketing

✳ Introduction - Search Engine Optimization

✳ Caching, Crawling & Indexing

✳ Google / Yahoo / Bing Algorithms

✳ File Names / Directories / Sub Domains

✳ HTML5 Tags

✳ Meta Tags, Title Tags, Head Tags, Fav icon

✳ Page Layout, Content Optimization

✳ Working of Robots.txt, Do-Follow Links

✳ Internal / External Linking

✳ Image Optimization

✳ Breadcrumbs using Schema.org

✳ W3 Standard HTML Validation

✳ 404, 403 Error Checking

Google Adwords (5 Hours)

✳ Introduction to Paid Advertising

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✳ Introduction to Google Ads(PPC)

✳ PPC(Pay Per Click Campaign)

✳ AdGroups and Keywords Setup

✳ Ad Formats and Guidelines

✳ Google Ads Auction and Bidding

✳ Ad Extensions

✳ Conversion Tracking

✳ Display Ads Campaign

✳ Video Marketing with YouTube

✳ Campaign Reports Analysis

Email Marketing - 2 Hours

✳ Email Content Optimisation

✳ Bulk Email Software Settings

✳ Email Delivery Report

Wordpress & Web Design - 5 Hours

✳ Domain Registration

✳ Web Server

✳ Wordpress Installation, Themes

✳ Yoast SEO

✳ Website Launching

AI Driven Tools - 5 Hours

✳ Using ChatGPT for Digital Marketing

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✳ Stability AI

✳ Other Smart AI Tools

YouTube Settings & Marketing - 5 Hours

✳ YouTube Channel Optimisation

✳ YouTube Video Optimisation

✳ YouTube Promotion

SEO Tools - 5 Hours

✳ Google Analytics

✳ Google Search Console

✳ SEMrush - Keyword research, site audit, backlink analysis,

✳ competitor analysis, content marketing toolkit.

✳ Ahrefs - Backlink checker, keyword explorer,

✳ site audit, rank tracking, content explorer

✳ KWFinder - Keyword analysis, SERP analysis,

✳ rank tracking, backlink analysis.

✳ BuzzSumo - Content discovery, influencer identification,

✳ content analysis, trend tracking

✳ GTmetrix - Performance reports, page speed insights,

✳ waterfall analysis, video capture

✳ Google My Business (Google Local Seo)

Internship on Live Works

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(Click on Course for more details)

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- Thank You -

N.B:This syllabus is not final and can be customized as per requirements / updates.

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