



**DIGITAL MARKETING
MASTER PROGRAM**

About QuickXpert Infotech

QuickXpert Infotech provides professional training on some of the most updated, industry-designed certification & job oriented training programs to both students & corporate from experts in both classroom & online training format. Our wide range of courses blended by our placement assistance process have helped our students from both IT & non IT fields to make career in IT Industry.

Overall 30+ Courses - 700+ Companies - 1000s Trained !

Courses Offered - SAP modules, JAVA, Dot Net, Software Testing, Web Development, Oracle, Digital Marketing, Python, Data Science & A.I., Salesforce, Tableau, Power BI, Android, Hybrid Apps, R, Hadoop etc. please visit website for details.

Our Live Projects - BiodataKing, TeriMeriChoice, theVibrantBirdie etc

About The Course

In today's world whatever we want to search we generally search on Google or based on our search behaviour right ads gets targeted to us via Google ads, Facebook ads etc. Hence there are 4 divisions in Digital Marketing viz. SEO which is search engine optimization to rank our website high on Google and SEM which is search engine marketing via Google ads and SMM which is social media marketing like Facebook, Instagram etc. and Lead Generation techniques via Email Marketing, SMS Marketing etc. In this course you will learn all above strategies and many tools to implement above goals along with many other modules to earn money online blended with multiple certifications, Live projects & Live access to Live sites **to help you make a Complete Digital Marketer !**

Who Can Learn ?

Students, Professionals, House Wives, Busie Owners, Freelancers Looking for Alternate Income Source etc.

Any Pre-requisites?

None ! Anyone can do and make their career in Lucrative Digital Marketing Industry ! You will learn right from Basics to Adv. modules.

Duration

3.5 to 4 months

Get FLOODED By Job Opportunities !

Tools You Will Learn



Schema.org

ahrefs

amazon
associates



lumen5

MAJESTIC

MOZ

BROWSEO



HubSpot

facebook Pixel </>

YouTube
Advertising

YouTube





Linked in



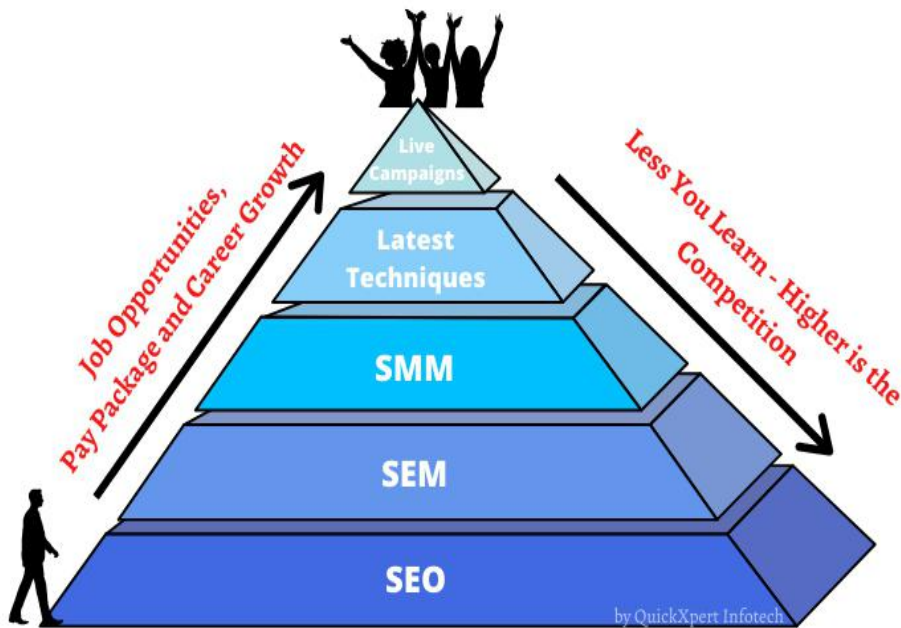
f Business Manager



Piktochart

Digital Marketing Job Opportunities

❖ As per Latest Industry & Job Trends. Can Check on Naukri.com



About Our Master Program

Abbreviations :: SEO - Search Engine Optimization, SEM - Search Engine Marketing, SMM - Social Media Marketing

Course Overview

Units	No Of Tools	Certificates	Live Campaign
SEO	12	3	✓
SEM	12	1	✓
SMM	9	3	✓
Other Latest Techniques	7	2	✓

UNIT 1 : SEO

❖ SEO: Search Engine Optimization

- What is Domain?
- Basic Knowledge of World Wide Web
- Difference between Portal and Search Engines
- Introduction to SEO
- Importance of SEO
- Types of SEO Techniques
- White Hat SEO
- Black Hat SEO
- Grey Hat SEO
- Ad copy

❖ Understanding Search Engines

- How Search Engine works?
- Data Server
- Index Server
- Spiders / Crawlers
- Page Rank
- Alexa Rank
- Google Sandbox
- Google Dance
- Recover from Penalization

❖ SEO Keyword Research & Analysis

- Market Research
- Keyword opportunity
- Website Analysis
- SWOT Analysis of Website
- Competitors Website Analysis
- Keyword Research and Analysis
- How to Choose Best Keywords
- Tools available for Keyword Research
- Initial Ranking Analysis

❖ Wordpress

- Creating Wordpress Sites
- Using Wordpress Sites for on Page SEO Optimization

❖ On-page Optimization

- URL Optimization
- Domain Names & Suggestions
- Keywords - URL mapping
- Title Attributes
- Meta Tags Optimization (description, keywords, no follow, no index)
- Navigation
- Content Optimization (Headings, Bold Text, Anchor Text), User-Friendly, Authoritative Content
- Content Duplicity: how to get rid
- Image Optimization (size, weight, dimension, ALT and Title tags)
- Internal Linking
- Sitemap (html and xml)
- Canonical Tag
- Robots Meta Tag
- Structured Data
- Various Redirections (301, 302)
- Page Not Found Page 404 Error
- Rich Snippet
- Google Algorithms
- Server and Hosting Check
- Latent semantic indexing

❖ Off-page Optimization & Blogs

- Page Rank
 - Link Popularity
 - Link Building in Detail
 - Directory Submission
 - Social Bookmark Submission
 - Blog Submission & Articles
-
- Links Exchange

- Reciprocal Linking
- Submission to Search Engine
- RSS Feeds Submissions
- Press Release Submissions
- Forum Link Building
- Competitor Link Analysis

❖ Website Design SEO Guidelines

- Content Research
- Content Guidelines
- Content Optimization
- Design & Layout
- XML Sitemaps / URL List Sitemaps

❖ Google Analytics & Reporting

- Introduction to Google Analytics
- Installing Google Analytics
- Real Time Tracking
- Site Usage
- Visitors Analysis
- Demographics, Geo, Behavior, Technology etc
- Traffic Sources / Channels
- Interpreting Bars & Figures
- Goal Settings and Tracking
- How Google Analytics can Help SEO
- Webmaster Central & Bing/Yahoo
- Preparing Ranking Report
- Preparing Traffic Report
- Securing Ranks
- **Live Access to Live Sites Provided**

❖ Google Webmaster Tools

- Introduction to Google Webmasters
- Adding website to Google Webmasters
- Tracking Pages
- Tracking Link Clicks
- Tracking Search Terms

- Tracking Demographics
- Setting Global Distribution
- XML Sitemaps
- Preparing Ranking Report
- Preparing Traffic Report etc
- **Live Access to Live Sites Provided**

❖ Quora Marketing

- Creating Quora Page
- Link building
- Website Marketing
- Creating Content
- Dos & Don't in Quora to avoid Blocking

❖ Mobile Optimization

- What is Mobile Optimization?
- Mobile SEO Best Practices
- Page speed
- Don't block CSS, JavaScript, or images
- Site design for mobile
- Don't use Flash
- Optimize titles and meta descriptions
- Optimize for local search
- Mobile site configuration

❖ App Store Optimization

- App name & Description
- Screenshots and videos
- Localize listing
- Outside promotion
- Frequent Update
- Encourage ratings and feedback

❖ **Google Various Updates and Its Effect**

- Google Panda
- Google Penguin
- Google Hummingbird
- Other Updates

❖ **Tools You Will Learn**

- Ahrefs
- Schema
- Wordpress
- Google analytics
- Google pagespeed insights
- Google keyword planner
- Google webmaster
- Xml sitemaps
- Google alerts
- Quora
- Majestic seo
- browseo

❖ **Access to our Live Project Tools for Real Time Exposure**

❖ **Live Projects**

UNIT 2: SEM

❖ SEM

- SEM - Search Engine Marketing
- PPC - Pay Per Click
- Creating Campaign
- Ad Group
- Ad copy
- Ad Scheduling
- Average Position
- Conversion
- Click Through Rate
- CPC - Cost Per Click Bids
- CPM Bids
- Impressions
- Display URL
- Quality score
- Geo Targeting
- ROI
- Remarketing / Retargeting Strategy

❖ Google ADs

- Registering with Google MyBusiness
- Registering with Google ADs
- Keyword Research & Planning
- Targeting Audience
- Goal Setting
- Creating Search ADs
- Creating Image ADs - use images from SEM Tools
- Creating Video ADs
- Creating Brand Promotion ADs
- Creating Video ADs
- Creating APP ADs
- Creating Gmail (Email) ADs
- Understanding PPC
- Setting Bids & Budget

- Adjusting AD Bids & Check Response
- AD Tracking
- Generating Reports
- Understanding Reports
- Linking Google ADs & Google AdSense
- Linking Google ADs & Google Analytics
- **Live Access on Live Sites Provided**

❖ **Google AD Sense (Earn money on websites)**

- How to earn money on website from website visitors
- Creating AD Sense Account
- Linking Website with AD Sense
- Earn money on website via Google ADs
- Different AD formats
- How to configure AD formats on website
- Track Earnings

❖ **Tools You Will Learn**

- Google ads
- Google AdSense
- Semrush
- Similar web
- Ubersuggest
- Buzzsumo
- KWFinder
- Pro rank tracker
- Spyfu
- Advanced website ranking
- Amazon associates
- Moz

❖ **Access to Live Campaigns for Practice**

❖ **Live Projects**

UNIT 3: SMM

❖ SMM (Social Media Marketing)

- Introduction to SEM
- SEM Tools & Techniques

❖ Facebook & Instagram Marketing

- Creating Facebook Brand Page
- Getting Page Likes (Free/Paid)
- Introduction to Facebook ADs Manager
- A/B Testing
- Goal Settings
- Targeting Audience
- Keywords Research
- Creating Different AD formats
- Setting Bids & Budget
- Display ADs - use images from Image Creating Tools - e.g. check our images on FB page
- Facebook Pixels - To Target Website Visitors
- Facebook Lead Generation Technique
- Facebook Page Like Ads
- Facebook Brand Promotion ADs
- Facebook Website Visitors ADs
- Facebook APP Promotion ADs
- Linking Facebook & Instagram Pages
- Instagram Page Follow ADs
- Instagram Brand Promotion ADs
- Instagram Website Visitors ADs
- Instagram APP Promotion ADs
- Non Paid Marketing Techniques on Facebook & Instagram
- Facebook Marketplace
- Link Building on Facebook
- **Live Access on Live Sites Provided**

❖ Youtube Marketing

- Creating You tube channels
- Uploading Videos & Set Keywords

- Run Youtube Image & Video ADs
- Understanding 5 sec skip Ads, 25 sec skip ADs & Charges
- Earn Money on Youtube
- **Live Access on Live Sites Provided**

❖ **Twitter ADs**

- Creating Twitter Page
- Creating Twitter Image ADs
- Targeting Audience

❖ **Linkedin ADs**

- Creating Linkedin Page
- Creating Linkedin Image ADs
- Targeting Audience

❖ **Whatsapp for Business**

- Registering & Setting up Whatsapp for Business
- How to use for business purpose
- Creating Campaigns

❖ **Telegram Marketing**

- Registering & Setting up Telegram
- Creating List
- Running Campaigns

❖ **Tools You Will learn**

- Whatsapp for Business
- Google AdWords
- Telegram ADs
- Twitter ADs
- Linkedin ADs
- Instagram
- Facebook
- Facebook ads manager
- Facebook pixel

- Whatsapp for Business etc.

❖ Access to Live Campaigns for Practice

❖ Live Projects

UNIT 4: All Other & Latest Techniques

❖ Online Lead Generation

- Introduction
- Lead generation techniques

❖ Blog Marketing

- Introduction
- Creating Blogs
- Using right Keywords in Title & Description
- Submitting to various online mediums
- Best Practise

❖ Webinar Marketing

- Introduction
- Registering with webinar marketing website GoToMeeting.com
- Creating Webinars
- Inviting Users & Shooting Webminar Mails
- Joining Meetings
- Tracking Users

❖ Email Marketing

- Introduction multiple Email Marketing Platforms like MailChimp, Mailjet
- Creating Mobile Responsive Emails
- Creating Effective Emails
- Landing Pages
- Uploading List

- Shooting Email Campaign
- Campaign Analysis
- Choosing Best Performing Emails

❖ **SMS Marketing**

- SMS Marketing Websites
- Create Effective SMS
- Shooting SMS Campaign

❖ **APP Marketing**

- Paid & Non Paid Marketing Techniques
- AD Campaigns on Facebook, Instagram, Google etc

❖ **Amazon Affiliate Marketing - Make Money Online**

- Amazon Affiliate Marketing Introduction
- Registering with Amazon
- Setting up products
- Selling online

❖ **Tools You Will Learn**

- Mailchimp & Mailjet
- Canva
- Hubspot
- Pixabay
- Pexels
- Piktochart
- Freepik

❖ **Freelancing Techniques**

❖ **Live Projects**

Certificates

Google :

- The Fundamentals Of Digital Marketing
- Google Analytics For Beginners
- Google Ads Search Certification
- Promote a Business with Online Advertising
- How to Enhance and Protect your Online Campaign

Facebook :

- Create your Ads with Facebook Manager Ads
- Boost your Marketing with Facebook Pixel

Internship Certificate (those interested)

Institute Certificate - Course completion ISO Certificate

Our Benefits

- ❖ **Training from Experts**
- ❖ **Installments Available**
- ❖ **Job Oriented Course**
- ❖ **80% Practicals** - Learn from Scratch
- ❖ **Professional Notes & Study Material Provided**
- ❖ **Certification Course**
 - You will get Course Completion ISO Certificate from our Institute
- ❖ **Live Projects / Case Studies Covered**
- ❖ **Dedicated Placement Team**
- ❖ **100% Job Opportunity**
 - Check Recent Placed Students on Site / our FB Page / our Google Page
- ❖ **Personal Mentorship**
 - Limited Seats per batch for Personal Mentorship
- ❖ **Friendly Environment with Professional Grooming**
- ❖ **Interview Preparation & Mock Interviews**
- ❖ **Resume Building etc.**

Please visit site for more info or reach us

Enroll > Get Certified > Get FLOODED By Job Opportunities !

Our 5 Steps Process for Success



Contact Us

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Inquire Now !

