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 classroom & online training format. Our wide range of courses blended by our placement process have helped students from both IT & non-IT fields to make career in IT Industry!

- **IT Courses - 1000+ Companies - 1000s Trained – Since 2014!**

Courses Offered – JAVA, Dot Net, Software Testing, Web Development, Oracle Developer & DBA, MySQL, SQL Server, Digital Marketing, Python, Data Science & A.I., Data Analytics, Tableau, Power BI, R Programming, Hadoop, Android, Flutter, Salesforce, ServiceNow etc. please visit website for details.

Our Live Projects – MarriageOnix.com, CRM Support, BiodataKing etc

©2020, Copyright QuickXpert Infotech - All rights reserved.

About The Course

In today's world smartphones are with almost everyone. Hence Online Platforms like Google, Facebook, Youtube etc. are extremely used and are among preferred means to get information or to reach potential or targeted customers either near to you or from across the world. This process is called as Digital Marketing. SEO is used to rank your website high on Google or Search Engines and Online Marketing with Social Media Marketing is used to reach your target audience or potential customers. This course caters both these requirements to help you make a full fledged Digital Marketer!

Who Can Learn?

Both IT & non-IT candidates either fresher or experienced looking to make career in non-Programming IT field Digital Marketing.

Technologies

- **Webpage Creation - HTML & CSS**
- **Wordpress** (website development)
- **Canva**
- **SEO** (search engine optimization – to rank your website on Google)
- **SEM (**search engine marketing – Search or Google ADs)
- **SMM** (social media marketing – FB, In, Tw, Instagram, Youtube etc ads)
- **Traditional Online Techniques** (email, sms etc. marketing)
- **Branding** (to reach target audiences)
- **Remarketing** (to retarget site visitors)
- **Latest Techniques** (Amazon Affiliates etc.)
- **Live Campaigns**

©2020, Copyright QuickXpert Infotech - All rights reserved.

Duration & Other Info

- 3.5 months
- Internship available to those interested

Job Roles Targeted

- Digital Marketing Executive
- SEO Executive
- Digital Marketer
- Social Media Marketer
- Online Marketer etc.

©2020, Copyright QuickXpert Infotech - All rights reserved.

Tools You Will Learn

©2020, Copyright QuickXpert Infotech - All rights reserved.

©2020, Copyright QuickXpert Infotech - All rights reserved.

SEO syllabus

❖ 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

❖ Understanding Search Engines

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

❖ WordPress

- Creating WordPress Website
- **Web Page Creation (HTML)**

    - HTML Basics – image, div, anchor etc. tags
    - Html Form Designing
    - Meta Tags - Title, Description, tags etc.
    - Header Tags - H1, H2, H3, H4, H5 etc.

❖ Keyword Reasearch

- Market Research
- Keyword opportunity

©2020, Copyright QuickXpert Infotech - All rights reserved.

❖ Website Analyis and Audit Report

- Website Analysis
- Competitors Website Analysis
- Keyword Research and Analysis
- Using Similar web and Uber Suggest for Competitor Analysis

❖ Canva

- Registration
- Using Pexel, Freepic etc for website and AD images
- Image sizes & Export requirements and creation for Google, FB etc.

❖ Grammerly

- Installation & Usage

❖ On-page Optimization

- URL Optimization
- Domain Names & Suggestions
- Title Attributes
- Meta Tags Optimization (description, keywords, no follow, no index)
- Navigation
- Content Optimization (Headings, Bold Text, Anchor Text), User-Friendly, Authoritative Content
- Image Optimization (size, weight, dimension, ALT and Title tags)
- Internal Linking
- Sitemap (html and xml)
- Canonical Tag

❖ Moz Toolbar

- Installation
- Site analysis
- Domain Authority check etc

❖ Off-page Optimization

- Page Rank

©2020, Copyright QuickXpert Infotech - All rights reserved.

- Link Building in Detail
- Directory Submission
- Social Bookmark Submission
- Links Exchange
- Submission to Search Engine
- Competitor Link Analysis
- Blogs

❖ Google Analytics

- 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
- Google Tag Manager
- Placing Google Tags on Website

❖ Google Webmaster Tools

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

❖ Quora Marketing

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

©2020, Copyright QuickXpert Infotech - All rights reserved.

❖ Google Various Updates and Its Effect

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

❖ Tools You Will Learn

- Wordpress
- Google analytics
- Google pagespeed insights
- Google keyword planner
- Google webmaster
- Xml sitemaps
- Quora
- Moz bar
- Canva etc

❖ Live Campaign Access for Real Time Exposure

❖ Live Project

ONLINE MARKETING syllabus

- ❖ Search Engine Marketing (SEM)
- ❖ Social Media Marketing (SMM)
- ❖ Other Online Techniques

©2020, Copyright QuickXpert Infotech - All rights reserved.

Search Engine Marketing (SEM)

❖ SEM Overview

- SEM - Search Engine Marketing
- PPC - Pay Per Click
- Creating Campaign
- Ad Group
- Ad copy
- Ad Scheduling
- Conversion
- Click Through Rate
- CPC - Cost Per Click Bids
- Impressions
- Geo Targeting

❖ Google ADs

- Registering with Google My Business
- 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
- AD Tracking
- Generating Reports
- Understanding Reports
- Linking Google ADs & Google Adsense
- Linking Google ADs & Google Analytics

©2020, Copyright QuickXpert Infotech - All rights reserved.

❖ Google Remarketing / Track Website Visit

- Setting Google Tags on Webpage
- Creating Remarketing or Audience List in Google ADs
- Target Ads to website visitors

❖ 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

❖ Youtube ADs

- Creating You tube channels
- Uploading Videos & Set Keywords
- Run Youtube Image & Video ADs

❖ Tools You Will Learn

- Google ads
- Google adsense
- Ubersuggest
- KWFinder
- Pro rank tracker
- Moz

Social Media Marketing (SMM)

❖ SMM (Social Media Marketing)

- Introduction to SEM
- SEM Tools & Techniques

©2020, Copyright QuickXpert Infotech - All rights reserved.

❖ Facebook & Instagram ADs

- 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
- Link Building on Facebook

❖ Remarketing

- Using Facebook Pixels
- Mapping it on website
- Targeting User Behavior on Facebook Ads manager
- Targeting website visitors using Facebook Pixels
- Creating Remarketing List using email ids

❖ Twitter ADs

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

©2020, Copyright QuickXpert Infotech - All rights reserved.

❖ 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

❖ Telegram Marketing

- Registering & Setting up Telegram
- Creating List

❖ Branding

- On Google
- On Facebook and Instagram

❖ Tools You Will learn

- Whatsapp for Business
- Telegram ADs
- Twitter ADs
- Linkedin ADs
- Instagram
- Facebook ads manager etc

Other Online + Latest Techniques

❖ Blog Marketing

- Introduction
- Creating Blogs
- Using right Keywords in Title & Description

©2020, Copyright QuickXpert Infotech - All rights reserved.

❖ Webinar Marketing

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

❖ Email Marketing

- Introduction multiple Email Marketing Platforms like MailChimp, Mailjet
- Creating Mobile Responsive Emails
- Creating Effective Emails
- 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

©2020, Copyright QuickXpert Infotech - All rights reserved.

❖ Tools You Will Learn

- Amazon Affiliates
- Sendpulse or MailChimp
- Go To Meeting
- Canva
- Pixabay
- Pexel
- Piktochart
- Freepik

❖ Freelancing Techniques

❖ Live Projects

Certifications

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
  (trainer will guide how to get them online for free)

Internship Certificate (industry approved internship certificate to those interested)

Course Completion Certificate - Course completion ISO Certificate

©2020, Copyright QuickXpert Infotech - All rights reserved.

Our Benefits

- **Training from Experts**
- **Certification Course**
  - All Participants will get Course Completion ISO Training Certificate from our Institute
- **Installments Available**
- **Job Oriented Course**
  - Learn from Scratch
- **Only 20% Theory and 80% Practicals**
- **Live Projects / Case Studies Covered**
- **Placements**
  - Dedicated HR Team for Placements
  - Overall 1000+ Companies for Placements + New Companies Added on Regular Basis!
- **Personal Attention & Doubt Solving**
  - Limited Seats per batch.
- **Notes / Study Material Provided**
- **Interview Prepare Sessions & Mock Interviews**
- **Resume Building etc.**

Please visit site for more info

©2020, Copyright QuickXpert Infotech - All rights reserved.

Our 5 Steps Process for Success

Contact Us

Contact Info : +91-8452842233, +91-7506252588

Website : www.quickxpertinfotech.com

Inquire Now !

Chat Now Email Us

©2020, Copyright QuickXpert Infotech - All rights reserved.