9833900440

9892081903

DMTI PROFESSIONAL CERTIFIED

DIGITAL MARKETING TRAINING INSTITUTE™

DIGITAL MARKETING DIPLOMA (DMD) 1-5

Module 1 : Search Engine Optimization

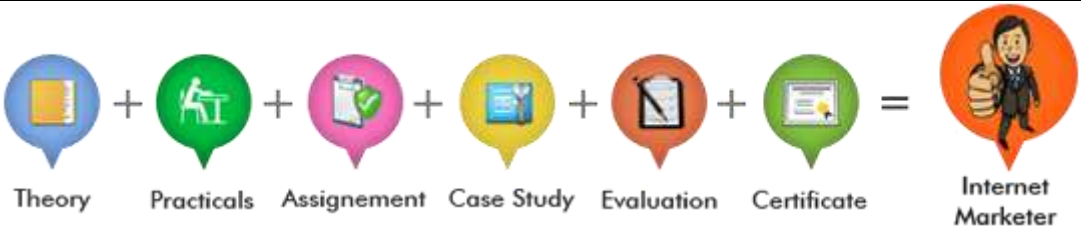
ON-PAGE OPTIMIZATION - Meta Tags Optimization - Canonical Tag Implementation - SWOT analysis of website - Heading Tags in Contents - Description tag imp **- KEYWORD RESEARCH** - Keyword Proximity, Density, Analysis	- Header Keyword Optimiz - Footer Keyword Optimiz - Image Optimization - Image Alt Tags - Google Sitemap Creation - Web Page Weight / Rank - Internal Link Building - Robots file Optimization - Anchor Text - URL renaming/re-writing - Website Audit	**OFF-PAGE OPTIMIZATION** - Submission to Search E - Directory Submission - Deep Linking - InBound Links - Blog Submission - Book Marking - Article writing/directory - Article Submissions - Classified submissions	- Forums - Social Bookmarking - Press Release - Press release Submission - Directory Links : - One Way Link building - Two Way Link building - Three Way Link building - SITE MAPS - Sitemap Creation - XML Sitemap	- Competitor Analysis - HTML, Logo & its Importance - Copyrighting - Call to Action - Copy-scape - Duplicate Content Issues - Coding Standards - Usage of all Tags - W3C Validation - Free Backlinks Creation

Module 2 : Social Media Marketing & Optimization

SOCIAL MEDIA OPTIMIZATION & MARKETING Types of social media / Key terms to understand How Social Media influences audience & Google Developing unique content, positioning and voice Integrating social media into your website and blogs How to choose right social media for your business/brand. Behavioural & cultural standard for Social Media. Linking all Social Media Accounts.	**YOU TUBE Marketing** Video optimization Promoting on YouTube Monetization Seo for Youtube Youtube Analytics **SLIDESHARE** **PINTEREST** **INSTAGRAM**	**FACEBOOK MARKETING** Create Marketing & Advertising How to Promote Facebook pages Advertise on Facebook(PPC) Creating FAN-Page for Business Setting up Campaigns Creating Advertisements Managing & Promoting Posts Targeting the Right Audience In-page Analysis / Analytics	**LINKEDIN** Marketing on Linkedin Advertise on LinkedIn Using LinkedIn for business **GOOGLE PLUS** Using Google Plus for Businesses, Hangouts. **TWITTER MARKETING** Using twitter for business

Module 3 : Google Adwords & Google Certification Training

PPC TRAINING INTRODUCTION What is Pay per Click Marketing Importance & Benefits of PPC Other Pay-Per-Click Providers What is Google AdWords ? How to set up PPC Campaign **GOOGLE ADWORD NETWORKS** Search- Searching on Google (.Com, .in, .ph etc.) Search Partners- (AOL, Earthlink, Powered by Google, Site Search/ **SET-UP PPC CAMPAIGN** PPC campaign Navigation	Use Multiple Account **"CLICK-THROUGH-RATES" CTR** What is Impression? What is "Cost/Conversion"? What is Tracking Code? **WHAT IS KEYWORD RESEARCH ?** Diff between SEO & PPC keywords Keywords popularity, Search Volume Categorize Keywords in Ad groups Keyword Types:Broad, Exact, Phrase **CREATE EFFECTIVE ADS AD GROUPS** Measurement of Title,Desc URL, Ad that produce better ROI **WHAT IS BIDDING ?**	**WHAT IS QUALITY SCORE ?** How Quality Score Effect on Bids? How to Increase Position on Search? **BID FOR AD POSITION/ BID MANAGEMENT** User Define bids/Automatic Bids Importance of bidding techniques Competitors Analysis for bidding **WHAT IS LANDING PAGE ?** Ads versus Landing Page 'Calls to Action'/Cost/Conversion **MOBILE MARKETING** **VIDEO MARKETING**	**DISPLAY NETWORK CAMPAIGN** (Creating Image/Video /Text/Flash Banner) Navigation through Menus Home/Campaigns/Opportunities/ Tools & Analysis, Billing Account **REMARKETING** Using MCC (My Client Centre) MERCHANT CENTRE CAMPAIGN PERFORMANCE REPORTS Keywords Performance Reports Ad Performance Reports **GOOGLE CERTIFICATION Support**



www.dmti.co.in

DIGITAL MARKETING TRAINING INSTITUTE

ADVANCE DIGITAL MARKETING DIPLOMA

18 Modules www.dmti.mobi

Module 4 : Google Analytics

Introduction to Web Analytics **WHAT IS WEB ANALYTICS** Purpose of analytics in Internet Marketing Admin Interface Setting up an accounts and Web properties Managing account / Users	Google Analytics Interface Home Tab /Realtime Data **DASHBOARD** Widgets / Customize dashboard Intelligent Events/Shortcuts Date selection and comparison **EXPORTING REPORTS/ EMAILING REPORTS**	**ADVERTISING ANALYTICS** **ADWORDS DATA ANALYSIS** Keywords/Keyword Positions **Traffic Sources** Overview of Traffic sources Sources / Direct Search Organic / Keywords Analysis Paid / Referral	**SEO (WEBMASTER TOOLS)** Social /Content Analysis Site content /Speed/Search Events /Experiments Inpage Analytics **CONVERSION TRACKING** Goals / Calculating the ROI Custom reporting

Module 5 : Mobile Marketing

MOBILE MARKETING industry is booming. Specific, Measurable, Achievable, Realistic and Timely. PPC is largely results driven, making clear goal setting and documentation mission critical. Adwords mobile marketing and PPC strategy must align with your greater business goals. A few examples of PPC goals are increasing clicks to your website, improving click conversions. Marketing on Mobile apps is a very important marketing tool that you are taught.There are a number of factors that you must consider in the early stages of your app marketing, including branding, keywords, and competition. You learn to market on Android as well as IOS platform.

"Most popular is ADMD

So, we recommend ADMD

Course of 1-18 modules"

(This information is provided for your decision making & keeping in mind Career & Business)

DMD COURSE IS IDEAL FOR :

- MBA Marketing & Marketing heads
- Media Advertising Professionals
- Entrepreneurs & CEO's
- Business Development Managers
- Free-lancers, Bloggers & Web Designers
- - Graduates, Job & Career Seekers

COURSE FEATURES :

- ✓ **80% PRACTICALS - CLASSROOM BASED TRAINING**
- ✓ Work on 18 Live Projects
- ✓ **100% JOB ASSISTANCE**
- ✓ Support for Google Certification
- ✓ **HANDLE CAMPAIGNS INDEPENDENTLY**
- ✓ All Inclusive of Books, Certificate & S.Tax

DURATION 70 HOURS FOR DMD MODULE 1-5

Limited Offer Fees : Rs. 25,550

[ORIGINAL FEES 35,550]

All Inclusive of 14.5% +.5% ALL Service TAX

BOOKS & CERTIFICATION

Call 9833900440 - 9833900330 - 9833900110

www.dmti.info

www.digital-marketing-courses.in

www.dmti.info