

NATIONAL INSTITUTE OF ELECTRONICS AND रा.इ.सू.प्रौ.सं **INFORMATION TECHNOLOGY (NIELIT)** NIELIT An Autonomous Scientific Society of Ministry of

Electronics and Information Technology, Govt. of India **Delhi Centre**

Certificate Course in Digital Marketing

Eliqibility: Basic knowledge of Computer

Duration: 1 Week (2 Hrs/Day)

Start Date: 20-05-2020

Course Outline:

 Digital Marketing Overview Basic of Online Marketing, Difference of Internet Marketing vs Traditional Marketing, Google Trends, Domain Registration, Hosting

Search Engine Optimization Overview of SEO, Working of SEO, Types of SEO, SEO ON PAGE SEO OFF PAGE, Google Keyword Planner, Keyword Research and Understanding How To create Blog and optimize w.r.t SEO perspective.

Admission Process:

Online Registration form at: http://www.empanelment.nielit.in/

Course Fee : ₹ 500/- + GST** to be paid online at the time of Registration

Training Strategy:

- Mode of Training is Instructor-led live Online
- Interactive Query session.
- Soft copy of study material, Training PPT's & Projects Code
- Training certificate on completion will be Provided.

Prerequisite:

 Attendees must have a computer system/ Laptop with latest configuration with internet connection

> **GST** Current rate is 18%** Helpline no. (Toll Free): 1800116511

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