

# Certificate Course in Digital Marketing

**Eligibility:** Basic knowledge of computer

**Duration:** 4 Weeks ( 2 Hrs/Day)

**Start Date :** 01-06-2020

## 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.

- **Google Search Console**

Google Search Console Agenda, Site Performance or Search Analytics  
URL Inspection - Fetch As Google

- **Email Marketing**

Mail chimp, Send in BLUE

- **Word Press, Google Analytics & amp; Landing Pages**

Installation, Theme, Pages, Posts, Plugins, Widgets, SEO Settings,  
Landing Page using wordpress elementor, Google Analytics Introduction,  
Understanding the Terms, Setting Up Analytics

## Admission Process :

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

**Course Fee :** ₹ 2000/- + 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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