

**Short Term Courses – NIELIT Delhi Centre**  
**Training Programme: Certification course in Digital Marketing**

**Objective of the Course:**

To provide an in-depth training in use of Internet marketing. The course also helps the candidates to get acquainted with IT.

**Learning Outcomes:**

After successful completion of the course students will be able to explore the role and importance of digital marketing in today's rapidly changing business environment.

**Duration of course: 60 hrs**

**Minimum Eligibility Criteria: 10+2 pass**

**Outline of Course**

S. no	Topic/module	Durations in hrs
1	Digital Marketing Overview	8
2	Web Design & Development	12
3	Search Engine Optimization	14
4	Google Search Console	2
5	E-mail Marketing	4
6.	WordPress	16
7.	Google Analytics	4

**Course Contents:**

S. No	Topic
1.	<b>Digital Marketing Overview</b> <ul style="list-style-type: none"><li>• Basic of Online Marketing</li><li>• Difference of Internet vs Traditional Marketing</li><li>• Google Trends</li><li>• Overview of Domain Registration &amp; Hosting</li></ul>
2.	<b>Web Design &amp; Development</b> <b>HTML Basics</b> <ul style="list-style-type: none"><li>• Web Page Basics: What is HTML, JavaScript, CSS</li><li>• Basic HTML Tags to create a web page</li><li>• HTML Tags for SEO</li></ul>

	<ul style="list-style-type: none"> <li>• Introduction to Social Media Plan.</li> <li>• Meta tags &amp; Content Optimization</li> </ul>
3.	<b>Search Engine Optimization</b> <ul style="list-style-type: none"> <li>• Overview of SEO</li> <li>• Working with SEO</li> <li>• Introduction to SEO ON &amp; OFF PAGE</li> <li>• Overview of Google Keyword Planner</li> <li>• Hands on creation of Blog</li> </ul>
4	<b>GOOGLE Search Console</b> <ul style="list-style-type: none"> <li>• Understanding Site Performance</li> <li>• URL Inspection - Fetch As Google</li> </ul>
5.	<b>E-MAIL Marketing</b> <ul style="list-style-type: none"> <li>• Importance of Email-Marketing</li> <li>• Creating Marketing Platforms using Mail-chimp and send-in blue</li> </ul>
6.	<b>Learning WordPress- Content Management System</b> <ul style="list-style-type: none"> <li>• Installation of Wordpress</li> <li>• Customization of Theme&amp;Posts</li> <li>• Understanding Widget &amp; SEO Settings</li> <li>• Installations of Plugins</li> <li>• Landing Page</li> </ul>
7.	<b>Google Analytics</b> <ul style="list-style-type: none"> <li>• Overview of Google Analytics Dashboard</li> <li>• Applying configuration settings</li> <li>• Storing data and generating reports</li> </ul>

**Pre-Requisites:** Knowledge of Basic Computer and Internet

**References:**

1. Fundamentals of Digital Marketing by Pearson
2. Social Media & Mobile Marketing by Punit Bhatia

**Hardware Requirement:**

1. High Speed Internet Connectivity
2. Operating System: Window 7 or latest
3. Min RAM: 4GB,HDD 500 GB