

COMPUSOFT

\_\_\_\_\_ TO BECOME \_\_\_\_\_

**DIGITAL MARKETING EXPERT**

# About the Institute

- With career-specific and detailed courses, we want to stay true to what we commit.
- At Compusoft, we teach our students how to apply their skills to develop in career.



Compusoft was founded with the aim to provide quality education and be a bridge that helps to overcome all the difficulties students face in their learning stage.

# Our **Mission** **and Vision**



## **Mission**

Compusoft was founded with an aim to provide quality education



## **Vision**

We strive to create personal relationships with students to ensure that all their questions and queries are solved very easily

# Why **Digital** **Marketing?**

## **IMPORTANCE**

- Competitive advantage
- Career Opportunities
- Entrepreneurship
- Increase communication skills.
- Personal branding
- To build up Marketing Knowledge

# WHAT is the Eligibility?

Anyone with an interest in **Digital Marketing** can learn and master the techniques and strategies through practice and continuous learning.

To continue with **Digital Marketing** course you should have a basic knowledge of the following:  
**MS Office, Internet, CANVA.**

# Course Outline

- ◆ SEO (Search Engine Optimization)
- ◆ Google Ads (Search Engine Marketing)
- ◆ WordPress Website Development
- ◆ Social Media Marketing

# SEO

## SEO FUNDAMENTALS

- **What is a Search Engine?**
- **How does a search engine work?**
- **On-Page Search Engine Optimization**
- **Off-Page Search Engine Optimization**
- **What is Spider?**
- **Crawling and Indexing**
- **SEO Audit**
- **Managing Headings/Titles**
- **SEO for Media(Images/Videos)**
- **Checking SEO Score**
- **Finding Suitable Keyword**

## KEYWORD RESEARCH

- **What is Keyword Research**
- **Benefits of Keyword Research**
- **Types of Keywords**
- **Keyword Research Methodology**
- **Google Keyword Planner Tool**
- **Paid Keyword Tools**
- **Keyword generation ideas**
- **Competition Analysis**
- **Finalizing the Keywords List**

# SEO

## GOOGLE SEARCH CONSOLE

- **What is Search Console**
- **Website verification**
- **Site XML Overview**
- **Robots.txt Overview**
- **Monitoring Search Console**
- **Monitoring Impression VS Click**
- **Analysing Query Search**
- **URL Removal**
- **URL Inspection**

## GOOGLE ANALYTICS

**What is Google Analytics?**

**Importance of Analytics for Business**

**Understanding Bounce Rate**

**Setup Google Analytics Account**

**Monitoring Website Analytics**

**Google Page Analytics**

**Understanding Query Result**

**Understanding Demographics**

**Monitoring All Campaigns**

**Overview of Other Third Party Tools**



# GOOGLE ADS

## GOOGLE ADS

### **Introduction to the world of Google Ads**

- Getting Started
- Various Networks
- Step By Step Framework

### **Setting up accounts the right way**

- Do's And Don't Of Setting Up an Account
- Setup The Expert Mode

### **App Install Advertising**

- Launching Campaigns For Android Or Ios App
- In-App Purchases
- Get Millions Of Downloads For Any App

### **Viral YouTube Ads**

- YouTube Framework
- Different Types Of Ads
- Launching And Optimizing YT Campaigns

# GOOGLE ADS

## GOOGLE ADS

### **Search Ads Expert**

- Keywords Research
- Campaign Settings
- Bidding Strategies ETC

### **Display Ads Expert**

- Understanding Display Network
- Right Technique
- Selection Of Targeting

### **Performance Max Campaigns**

- When To Use It
- How To Use It
- Mistakes To Avoid

### **Shopping Ads Mastery**

- Setting Up MCA
- Adding Products
- Setting Up ROAS The Right Way

# WordPress Website Development

## WordPress Essentials

- What is WordPress?
- How WordPress is used on a website?
- What are the benefits of using WordPress?
- Kick Start with WordPress
- Installing WordPress on Live Environment
- Configuring WordPress
- WordPress Pages and Post
- WordPress Category and Tags
- WordPress Themes
- WordPress Plugin
- Installing and Configuring Theme & Plugin

## SEO Tools

- SEMRUSH
- GOOGLE Keyword Planner
- Screaming Frog
- And Many Other

## BLOGGING

- How to create a blog?
- How to deliver the blog?

# SOCIAL MEDIA MARKETING

## OVERVIEW

- Power of Social Media
- Introduction to Facebook, Twitter, Instagram, LinkedIn, and YouTube
- Registering on Social Media
- Maintaining Social Media
- FB Ads
- Instagram Ads, YouTube Ads

# CERTIFICATION

Online verifiable Digital Certificate will be provided after successful completion of the course.



# TUTION FEES

**INR 21000/-**

# DURATION

**2 Months**

1.5 Months (5 days a week)

15 Days live project training



**TROUBLE MAKING UP YOUR MIND?**

# Connect with us.



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