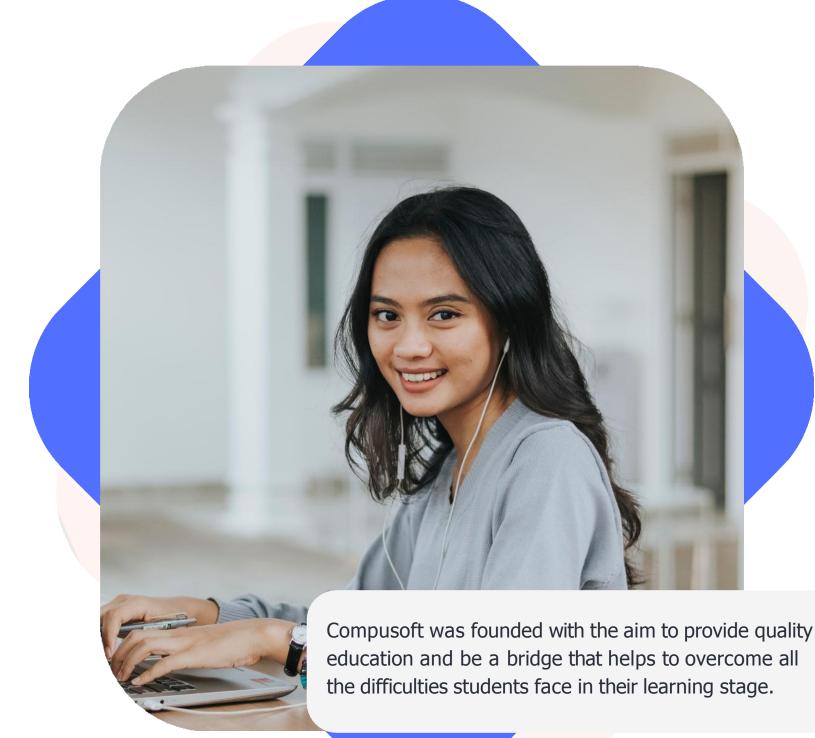


TO BECOME_

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.



Our Mission and Vision





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

Mission

Compusoft was founded with an aim to provide quality education

Vision

IMPORTANCE

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

Why **Digital** Marketing?

Increase communication

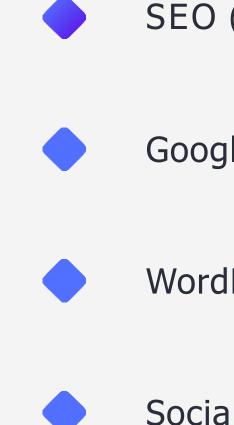
WHAT is the Eligibility?

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





Google Ads (Search Engine Marketing)

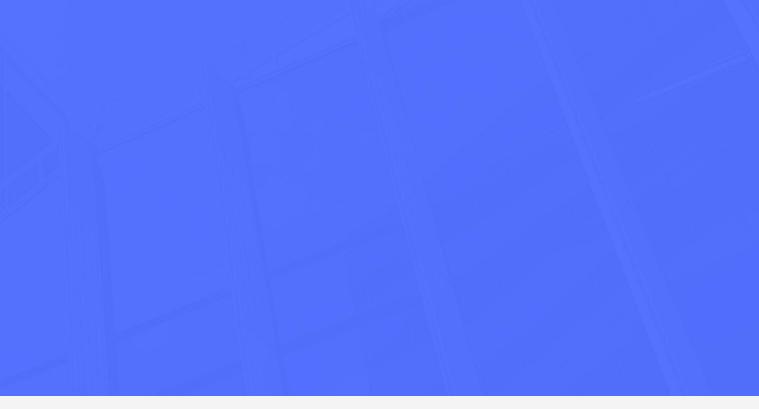
WordPress Website Development

Social Media Marketing

SEO

SEO FUNDAMENTALS

• What is a Search Engine? • What is Keyword Research • How does a search engine work? • Benefits of Keyword Research • On-Page Search Engine Optimization • Types of Keywords • Off-Page Search Engine Optimization • Keyword Research Methodology • What is Spider? Google Keyword Planner Tool • Crawling and Indexing • Paid Keyword Tools • SEO Audit • Keyword generation ideas • Managing Headings/Titles Competition Analysis • SEO for Media(Images/Videos • Finalizing the Keywords List • Checking SEO Score • Finding Suitable Keyword

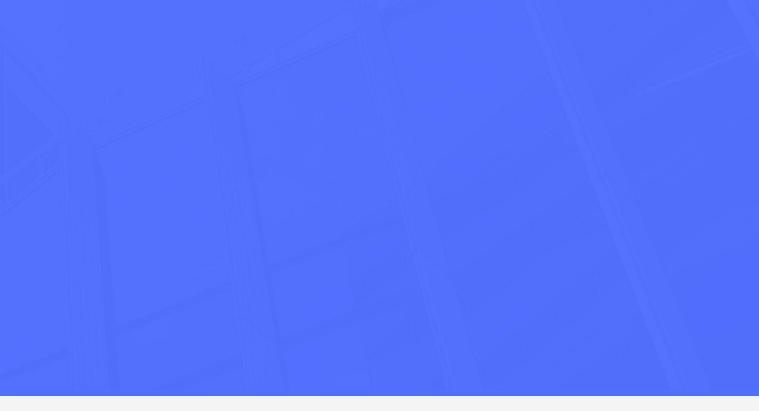


KEYWORD RESEARCH

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

Viral YouTube Ads



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

 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
- Screaming Frog
- And Many Other

BLOGGING

- How to create a blog?



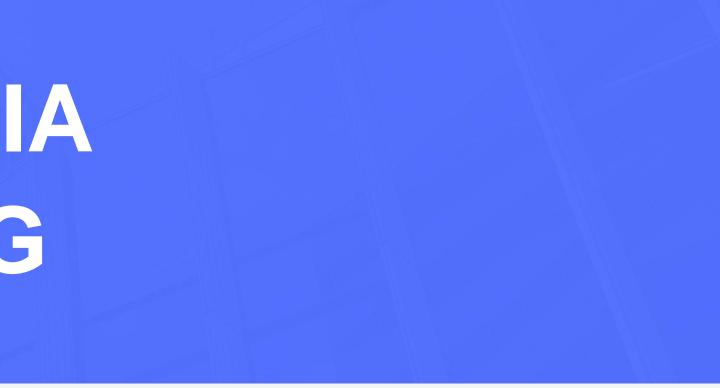
GOOGLE Keyword Planner

• 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.

info@compusoftedu.com



 \checkmark

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