



IT Training Courses Delhi

Ways To Be Successful



India's No 1 Professional Digital Marketing Training Institute

Advanced Certified Digital Marketing Course

Become a Professional Digital Marketing Expert

Total Modules Covered - 26

Total Certificates - 12

Course Duration – 3 Months

All Including Fee Just – Rs 24,000

Our Batches

Weekdays Batches(1.5 hr)	Monday to Friday (Wednesday Off)
Weekend Batches (3 hrs)	Saturday & Sunday
Sunday Batches(4 Hrs)	Sunday Only
Online Classes are also Available	

Why ITTCD

Total 12 Certificates

- Google Certified Trainer
- One FREE Demo Class
- Internship Available Here
- Free Unlimited Doubt Session
- 100 % Placement Assistance
- Lifetime Career Support
- Online & Classroom Classes
- Affordable Training Fee
- Corporate Level Training
- 4.9/5 Students Feedback
- 100% Placement Record
- 12 Certificates in 2 Months

- Google AdWords Fundamental
- AdWords Search Certification
- AdWords Display Certification
- AdWords Mobile Certification
- AdWords Video Certification
- AdWords Shopping Certification
- Google Analytics Certification
- Digital Sales Certification
- Mobile Sites Certification
- Bing Ad Certification
- HobSpot Inbound Certification
- ITTCD Certification

Module 1: Digital Marketing Overview

- What is digital marketing?
- Difference between traditional marketing and digital marketing?
- Importance of Digital Marketing
- Scope of Digital Marketing
- Imp Factors (Modules) in Digital Marketing
- Who can Learn Digital Marketing Course?
- Types of Job and Salaries in DM Industry

Module 2: Website Creation

- Website in HTML and WordPress
- Static and dynamic Website
- How to Buy Website Domain and Hosting Server
- How to connect domain with hosting server
- Uploading website on Server
- Brief about HTML, CSS, JavaScript
- Structure of HTML Code
- Adding Google Map, Enquiry Form and Live Chat
- Basic Knowledge of CPanel and FTP
- Free Theme and HTML Template
- Creation of Business Email id

Module 3: Search Engines Algorithm

- Why Search Engines Make Algorithm
- Latest Google Algorithm and updates
- Google Panda Algorithm
- Google Penguin Algorithm
- Google Hummingbird Algorithm
- Google Mobile Friendly Update
- Google EMD Algorithm
- Google Pigeon Algorithm
- Google Caffeine Algorithm
- Google Algorithm News

Module 4 : Advance SEO Course

Session 1 : Introduction to SEO –

- Introduction of SEO and Benefits
- Types of SEO
- SEO For APP and Website
- Search Engine Spider
- Search Engine Basics
- Major Search Engines
- Top SEO blogs
- Web Ranking
- Back links and its important
- Important Web Browser Extension
- Important SEO Tools
- Domain and Page Authority

Session 2 : SEO On Page –

- Keywords Research & Analysis
- LSI Technique
- Initial Site Analysis
- Competitor Analysis
- Keywords Density
- Keywords Placement
- Keyword Stuffing
- Page Mapping of Keywords
- Title & Meta Tag Optimization
- Site Structure Analysis
- URL renaming/re-writing
- H1, H2, H3 Tags

Session 3 : SEO On Page –

- Anchor Text
- Creating of Favicon
- Content Optimization
- Paragraph & Tag Optimization
- HTML Validation
- No follow and do follow Links
- Internal/External Links
- Image Optimization
- Outbound/Inbound Links
- XML & Html Sitemap

Session 4 : SEO On Page –

- Robots file
- Canonical Tag Optimization
- Checking Keywords Ranking
- 404 Error Removal & Redirects
- 301 / 302 redirection
- Header & Footer Optimization
- Alexa Analytics
- Schema(Google Structure Data)
- Open Graph
- Twitter Card

Session 5 : SEO Off Page –

- Search Engines Submission
- Directory Submission
- Social Bookmarking
- Blog Commenting
- Blog Posting
- Article Submission
- Image Submission
- PPT Submission
- PDF Submission
- Logo Submission
- Info graphic Submission

Session 6 : SEO Off Page –

- Video Submission
- Web 2.0 Submission
- Forum and Press Release
- Free Classified Submission
- Google Map Creation
- Address Verification
- Question & answering
- Guest Posting
- Local Business Listing
- Google Business Reviews
- Other Business Review

<p>Session 7 :Google Webmaster Tool –</p> <ul style="list-style-type: none"> ➤ Brief introduction ➤ Benefits for website and app ➤ setup and Verification website 	<p>Session 8 :Google Analytics Tool –</p> <ul style="list-style-type: none"> ➤ Brief introduction ➤ Benefits for website and app ➤ Setup of Google analytics
<p>Session 9 : Reporting –</p> <ul style="list-style-type: none"> ➤ SEO Reporting ➤ Keyword Ranking Reporting ➤ Website Analyzing Reporting ➤ Competitor analysis Reporting ➤ User Traffic Reporting 	<p>Session 10 : Important Activity –</p> <ul style="list-style-type: none"> ➤ Algorithm Penalty Control ➤ SEO Audits ➤ Local SEO ➤ SEO Factors ➤ Business Planning

Module 5: SEO Tools and Uses

- Semrush
- Screaming Frog
- Mozbar
- Ahref
- Open Site Explorer
- Plagrism checker
- Woorank
- Similarweb
- Disavow tool
- Page Speed Insight

Module 6: Social Media Optimization (SMO) Course

<p>Session 1: SMO Basics</p> <ul style="list-style-type: none"> ➤ Introduction to Social Media ➤ Advantages Over Online Marketing ➤ Social Media Strategy ➤ Network Optimization ➤ Brand Management Strategies ➤ Network Profile Creation ➤ How Social Media is affecting Google Search ➤ How to choose right social media ➤ How to generate Word of mouth 	<p>Session 2 : Twitter Optimization</p> <ul style="list-style-type: none"> ➤ Introduction to Twitter ➤ Twitter Profile ➤ Followers, Following, Tweeting ➤ Twitter Setting ➤ How to increase Followers ➤ Using # tag ➤ Building Relationship ➤ Twitter Analytics ➤ Finding People & Companies on Twitter
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<ul style="list-style-type: none"> ➤ Integrating social media into website & blogs 	<ul style="list-style-type: none"> ➤ Twitter Tools Guidelines
<p>Session 3: YouTube Optimization</p> <ul style="list-style-type: none"> ➤ YouTube Profile ➤ Creating YouTube Channel ➤ Uploading video and optimization ➤ Increase video Views ➤ Increase Subscriber ➤ Increase Video viral ➤ Social sharing, comments ➤ Video Setting ➤ Video Manager ➤ Monetization of Video ➤ Using Ads inside Videos 	<p>Session 4: Facebook Optimization</p> <ul style="list-style-type: none"> ➤ Introduction of Facebook ➤ Social media strategy ➤ Setting up Facebook and Privacy ➤ Facebook Profile ➤ What Can You Do With Facebook ➤ Facebook Pages , events & Groups ➤ Group Pages vs. Fan Pages ➤ Reach & Engagement ➤ Facebook Insight ➤ Facebook Apps ➤ Advantages and challenges
<p>Session 5: Google+ Optimization</p> <ul style="list-style-type: none"> ➤ What is Google Plus ➤ Google Plus profile ➤ Google +Circles, Hangouts, Stream ➤ Google Plus on Mobile ➤ Google + 1 ➤ Google Plus for Businesses ➤ Google Community ➤ Google Post and sharing 	<p>Session 6: LinkedIn Optimization</p> <ul style="list-style-type: none"> ➤ Introduction to LinkedIn ➤ Creating Profile and settings ➤ Increasing reach and visibility ➤ LinkedIn Groups ➤ Creating Company Page ➤ Increase Connection ➤ Article posting in LinkedIn ➤ Posting, sharing and Job Search
<p>Session 7: Other Social Sites</p> <ul style="list-style-type: none"> ➤ SlideShare ➤ Instagram ➤ Flickr ➤ PinInterest ➤ Tumblr 	<p>Session 8: Reporting</p> <ul style="list-style-type: none"> ➤ Facebook Insight reporting ➤ Twitter Insight Reporting ➤ LinkedIn reporting ➤ Google + reporting ➤ Blog and YouTube Reporting

Modules 7: PPC Course with Google AdWords

<p>Session 1 : AdWords Fundamental</p> <ul style="list-style-type: none"> ➤ What is Google AdWords ➤ Setting up Google Account Creation ➤ Billing Methods ➤ Types of Google Advertising ➤ Difference between search & Display Campaign 	<p>Session 2 : Search Campaign</p> <ul style="list-style-type: none"> ➤ Types of Campaigns ➤ Search , Display, Shopping, Online Video ➤ Creating First Search Campaign ➤ Location & Language Settings ➤ Networks and Devices
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<ul style="list-style-type: none"> ➤ Recent updates in AdWords ➤ Account structure in AdWords ➤ AdWords Account Limits ➤ IP Address Exclusion ➤ Guideline of Google AdWords ➤ What is CTR, Impression, CPC 	<ul style="list-style-type: none"> ➤ What is Shared Library ➤ Types of Bidding ➤ Budget Settings ➤ Ad Scheduling ➤ Ad Extensions ➤ Ad delivery and Ad Rotation
<p>Session 3 : AdGroup & Keyword</p> <ul style="list-style-type: none"> ➤ Ad groups Structure ➤ Example Ad groups ➤ Keyword Match Types ➤ Broad Match ➤ Phrase Match ➤ Exact Match ➤ Negative Match ➤ Broad Match Modifier ➤ Keywords Research Planner 	<p>Session 4 : Optimization of Campaign</p> <ul style="list-style-type: none"> ➤ What is Ad Rank ➤ Improve Ad Rank ➤ What is Quality Score ➤ Factors Improving QS ➤ Reduce CPC ➤ Relation between QS and CPC ➤ Types of Bidding ➤ Flexible Bidding strategies ➤ Customize and optimize Bidding
<p>Session 5 : Ad copy Format & Guideline</p> <ul style="list-style-type: none"> ➤ Structure of Ad Copy ➤ Creating New Copy ➤ How to copy and paste ad copy ➤ Types of Ad Position ➤ Character Limits ➤ Landing Page Quality ➤ Best and Worst Ads Examples ➤ Guidelines for Ads Creation ➤ Tracks to Improve QS of Keywords 	<p>Session 6 : Ad Extension</p> <ul style="list-style-type: none"> ➤ Location ➤ Site links ➤ Call ➤ App ➤ Reviews and Rating ➤ Call Extension ➤ Call out Extension ➤ Snipped ➤ Messenger
<p>Session 7 : Other Ad words Term</p> <ul style="list-style-type: none"> ➤ Filters and Segments ➤ Column Customization ➤ Search Terms ➤ Auction Insights ➤ Keyword Reports ➤ Automated Rules ➤ Keyword Diagnosis Tool ➤ Dimensions Tab 	<p>Session 8 :Tracking Conversion</p> <ul style="list-style-type: none"> ➤ What is Conversion ➤ Types of Conversions ➤ Implementing Conversion Tracking ➤ Conversion Reports ➤ Practical Case Study ➤ ROI Calculation ➤ Thank you Page ➤ Tracking Conversion by Thank U Page
<p>Session 9 : Display & Mobile Campaign</p> <ul style="list-style-type: none"> ➤ Types of Display Campaign ➤ Create a First Campaign 	<p>Session 10 : Video & Shopping Campaign</p> <ul style="list-style-type: none"> ➤ Importance of Video Marketing ➤ Creating a First Video Campaign

<ul style="list-style-type: none"> ➤ Creating ad group and ads ➤ Difference btw display & Search Campaign ➤ Concept of CPM Bid Strategy ➤ Types of Targeting ➤ Ad Formats for Display Network ➤ Display Ad Scheduling & Delivery ➤ Display Planner Tool ➤ Setting Remarketing Campaign ➤ Create Remarketing Lists ➤ Dynamic Remarketing ➤ Creating Mobile Apps Campaign ➤ Mobile Ad Formats & Setting 	<ul style="list-style-type: none"> ➤ Setting a Video Campaign ➤ YouTube Targeting Methods ➤ Bidding Types ➤ Type of YouTube Ads ➤ Reporting and Analysis ➤ Shopping Campaign Setup ➤ Creating a shopping campaign ads ➤ Google Merchant Centre ➤ Product Groups ➤ Ad Formats ➤ Reporting and Analysis ➤ Example of Google Merchant centre ads
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<p>Session 11 : AdWords Imp tool</p> <ul style="list-style-type: none"> ➤ Opportunities ➤ Change History ➤ Giving Account Access Levels ➤ Display Planner ➤ Ad Preview and Diagnosis ➤ My Client Center 	<p>Session 12 : AdWords Certification</p> <ul style="list-style-type: none"> ➤ AdWords Certification Exams ➤ Exam Format and Pass Percentage ➤ Sample Exam Questions ➤ PPC Interview Questions ➤ Exam Guides in PDF ➤ Imp of Certification ➤ Video Note for Exam
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<p>Session 13: Campaign Reporting</p> <ul style="list-style-type: none"> ➤ Ad Clicks Reporting ➤ Performance Reporting ➤ CPC Reporting ➤ Conversion Reporting 	<p>Session 14 : Google Analytics Tool Get Live User via Paid Advertising, Traffic checking of Google AdWords and analyzing Google AdWords performance</p>
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Module 8: Social Media Marketing

<p>Session 1 : SMM Basics</p> <ul style="list-style-type: none"> ➤ Introduction to Social Media ➤ Advantages Over Online Marketing ➤ Social Media Strategy ➤ Facebook Marketing ➤ Instagram Marketing ➤ LinkedIn Marketing ➤ Twitter Marketing ➤ Strategy and Planning ➤ Tracking and Conversion ➤ ROI Calculation 	<p>Session 2 : Facebook Marketing</p> <ul style="list-style-type: none"> ➤ Understanding of Facebook marketing ➤ Types of Facebook Advertising ➤ Creating first ad on Facebook ➤ Setting Campaign and optimization ➤ Create Pixel Code for conversion ➤ Instagram Marketing ➤ Facebook Power Editor ➤ Facebook Video Marketing ➤ Facebook App & Shopping Marketing ➤ Traffic and Leads Generation
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Session 3 : LinkedIn Advertising

- What is LinkedIn advertising?
- Creating first ad on LinkedIn
- Setting Campaign and optimization
- Create conversion code
- Types LinkedIn Advertising
- LinkedIn New feed Advertising
- LinkedIn Message Advertising
- Traffic and Leads Generation
- Billing and Report

Session 4 : Twitter Advertising

- Twitter Advertising
- Types of Twitter Advertising
- Creating first ad on Twitter
- Setting Campaign and optimization
- Create conversion code
- Twitter App Advertising
- Twitter Video Advertising
- Leads & Traffic Advertising
- Increase followers

Module 9: Inbound Marketing

- Overview of Inbound Marketing
- Essentials of an Effective Inbound Strategy
- Optimizing Your Website for Search Engines
- Convert Visitors in Leads
- Creating Content with a Purpose
- The Fundamentals of Blogging
- Amplifying Your Content with Social Media
- Enticing Clicks with Calls-to-Action
- The Anatomy of a Landing Page
- Optimization Thank You Page
- Sending the Right Email to the Right Person
- HobSpot Inbound Marketing Certification

Module 10 : Lead & Traffic Generation

- What is Leads?
- How to Get Relevant Leads?
- Importance of Leads Generation
- How to increase Leads Online?
- Role of landing page
- Role of thank you page
- Converting Visitors into Lead
- Converting Leads into Sales
- What is Traffic?
- Type of Traffic
- How to analyze & Track Traffic (Google analytics)
- Ways to Increase Traffic

Module 11: Affiliate Marketing

- What is affiliate Marketing
- Cost per sale(CPA)

- Cost per Leads(CPL)
- Cost per click(CPC)
- Affiliate Marketing Basics
- Affiliate Network History
- Introduction to Advertisers
- Introduction to Publishers
- How to be a successful Publisher?
- How to manage Affiliate Network Accounts?
- Introduction to top Affiliate Network
- Top five Affiliate Network Understanding
- How to choose a Suitable Affiliate?
- How to make money via Affiliate Marketing
- Affiliate Marketing Success Stories
- Publishers Case Studies

Module 12: Online Reputation Management

- Basics of Online Reputation Management
- Introduction to Social Media
- Online Monitoring/Brand Monitoring
- How to Analysis clients Business
- Engaging with customers
- Building Positive links
- Why importance of ORM
- ORM Techniques
- Business Listing
- Wikipedia business page
- Create profile on other social sites
- Creating Positive Reviews
- Manage Comment and Rating

Module 13: E-mail and SMS Marketing

- Introduction to Email Marketing
- Email as Conversation
- Creating the HTML Email
- Types of Email Marketing
- Landing Pages Optimization
- How to Create Mailing List
- How to Observe Spam words
- Top Email marketing software and online tools
- How to set up auto responders
- How to land in inbox instead of spam folder
- Improve ROI by the help of A/B Testing

- Metrics & Measurement
- SMS Marketing
- Types of SMS Marketing
- Benefits of SMS Marketing
- How to Write Effective SMS Content
- Example of Bulk SMS

Module 14: GEO Targeting

- Introduction to GEO Targeting
- IP Based GEO Targeting
- Tracking Email Location
- Website Planning based on Geographic
- Keyword Solution based on Geographic Targeting
- How to Reach Visitors From Different Countries

Module 15: Bing PPC

- What is Bing PPC
- Feature of Bing PPC
- Create 1st PPC Campaign
- Guideline of Bing PPC
- Optimization of Bing PPC
- Keywords Biding
- Keywords Research
- Conversion Tracking
- How to improve Quality score
- User experience for landing page
- Other Imp Bing PPC Activity
- Campaign Reports
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Module 16: Video Marketing

- What is Video Advertising?
- Importance of Video Marketing
- Create Channel and profile
- Create First Video Campaign
- Benefits of Video Marketing
- Uploading Video on Video Marketing
- Using YouTube for Business
- Video Marketing Strategy
- Create Video AdGroup
- Understanding Bid Strategy & Targeting option
- Video Marketing Report

Module 17: Mobile Marketing

- What is Mobile Marketing
- Benefits of Mobile Marketing
- Understanding Mobile devices
- Mobile marketing Trending
- Creating Mobile Website through WordPress
- Using tool for creating Mobile website & Apps
- Advertising on Mobile (App & Web)
- Targeting ads on apps
- Targeting ads via location
- Targeting ads on search engine
- Installing and uploading apps on Android and IOS
- SMS Marketing
- Promoting apps on Search engine & Social media

Module 18: Google AdSense

- What is AdSense
- Benefits of Google AdSense
- How to get Website approval for AdSense
- Guideline of Google AdSense
- Using Google AdSense account interface for YouTube & website
- Types of ads and Category
- How to place ads code in website or blog
- Optimize and manage Google AdSense account
- How to allow or disallow ads on blog/website
- How to add many website in one AdSense account
- How to create Performance Reports
- When to Get money from Google AdSense account

Module 19: Blogging

- What is blogger
- Benefits of blogging
- How to create Blog on BlogSpot
- How to create blog on WordPress n other blog website
- How to create new post
- How to create page
- Earn Money from Blogging
- How to customize and manage setting
- How to promote blog website

Module 20: WordPress Website Creation

Session 1: Buying Domain & Hosting Server

- Buy Domain
- Buy Hosting Server Space
- Get User id and Password

Session 2 : WordPress Installation

- Features of WordPress
- Quick Install the WordPress
- Create user id and password
- Create Database
- Create profile

Session 3: Working with WordPress Themes

- Understanding the Structure of WordPress Themes
- Finding Themes and Choosing the Right One
- Installing and Configuring New Themes
- Editing and Customizing Themes

Session 4: Basics of the WordPress

- Understanding the WordPress Dashboard
- Pages, Tags, Media and Content Administration
- Core WordPress Settings
- Menu Design

Session 5 : WordPress Plug-in

- Finding and Installing Plug-in Quickly and Easily
- Using WordPress Plug-in
- Recommended WordPress Plug-in

Session 6 : Build Design the Pages

- Create New Page
- Page Design and Customize
- Add Widget in Page
- Build, Editing and Publish

Session 7 : Post Content Management

- Understanding Posts Versus Pages
- Organizing Posts with Categories
- Connecting Posts Together with Tags

Session 8 – SEO on WordPress

- Page Optimization
- Post Optimization
- Image Optimization
- URL Optimization
- Security and manage

Module 21: Content Marketing

- What is content marketing
- Benefits of content marketing
- Content Marketing Strategy
- Why Businesses Need a Content Marketing Strategy
- Content marketing responsibilities
- Create content
- Optimize that content for SEO

- Manage social media
- Create Unique and shareable content
- Tutorial and events based content
- Content Spinning
- Grammar checker tool
- Duplicate Content Checker tools
- Blog, article and content in image submission
- Keywords based content

Module 22: E-commerce Marketing

- Understand Ecommerce Marketing
- Benefits of Ecommerce Marketing
- Different Type of Ecommerce Marketing
- Top Ecommerce website in the world
- Ecommerce Marketing scenario in India
- How to do Promote(SEO, SMO) Ecommerce Website
- Perfect Ecommerce Marketing Strategy
- How to use affiliate marketing to promote your ecommerce business website

Module 23: Google Webmaster Tool

- Introduction of Google Webmaster Tools
- Importance of Google Webmaster Tools.
- Setting Up Google Webmaster Tools Account
- Adding Websites to Google Webmaster Tools
- Tracking the performance of website in Google Webmaster Tools
- Checking Crawling Status , Crawling Errors and Indexing Status
- How to add sitemap in Google webmaster tool
- How to check robots and sitemap
- How to check Google Structure data, Rich card and Highlighting
- How to remove 404 errors in Google webmaster tools
- Using Google Link Disavow Tool
- www and Non www website versions
- Language and country Targeting through GWT
- New Advance Activities in Google webmaster tool
- Internal Link and back links Analysis through GWT

Module 24: Google Analytics Tool

- Understanding Google Analytics
- How Google analytics Works and benefits for website and app?
- Google analytics Account Structure
- Setup an Google analytics account for website or apps
- Guideline of Google analytics account

- How to add analytics code in website/app
- Understanding Real Time Visitors
- Tracking of audience in GA
- Tracking of traffic source in GA
- Tracking Traffic for Page Visitors
- Understanding Goal and Conversion
- Difference between Bounce Rate and Exit Rate
- Technique reduce bound rate
- How to integrate AdWords in analytics account?
- Observing paid marketing Campaign in Google analytics
- Know about other activities in Admin Section
- How to generate Company Oriented report in GA

Module 25: Market Place Selling

- Understanding Market Place
- How to Sell On Amazon
- How to Sell Flipkart and others
- How to optimize Products on Market Place
- How to sell website domain
- How to sell image and content
- Essential Things to be A great Seller

Module 26: Interview and freelancer Session

- Understanding Market Needs
- Preparation for Interviews
- Improve Personality Development
- How to Crack any Interviews
- Session of Passed out students
- How to Be a Successful Freelancer
- Tips to get projects through online
- How to get part time work at home
- Group Discussion for job

Bonus - Free One Website

Who Can Join Digital Marketing Course?

- Job Seeker
- Working Professional
- Entrepreneur
- Startup Business
- Housewives



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