



Digital Marketing Training + Certification



Learning Collaborations



Global Certifications



Intro to the Digital Marketing Program

Digital marketing is one of the hottest fields with high-paying jobs available for skilled candidates. TechVidya's digital marketing courses focus on skills like SEO, social media marketing, PPC, web analytics, and brand management. These courses will help you become a digital marketing expert by mastering the most in-demand digital marketing skills, techniques, and tools.

Fast track your career with Professional Certificate Program in Digital Marketing. Learn top digital marketing tools with this course featuring Masterclasses from Experienced & Industry Experts.

About the Digital Marketing Certification

This course is designed for clearing the Digital Marketing Certification. The entire course content is in line with the certification program and helps you clear the certification exam with ease and get the best jobs in top MNCs.

As part of this training, you will be working on real-time projects and assignments that have immense implications in real-world industry scenarios.

At the end of this program, there will be an assessment that perfectly reflects the type of questions asked in the certification exam and helps you score better marks.

TechVidya Course Completion Certificate will be awarded upon the completion of the project work and upon scoring at least 60% marks in the final assessment.

Prerequisites of the Digital Marketing Program

- This course assumes no previous experience, and takes you from the absolute beginner concepts and then goes into more detail.
- Suitable for all types of businesses and industries (digital product, physical product, service, B2B, B2C etc).
- Bachelor's or Equivalent Degree is Recommended

Modules covered under Digital Marketing Training Program

Module 1 : Digital Marketing Overview

- What is marketing?
- What is digital marketing?
- Understanding Marketing Process
- Why Digital Marketing Wins Over traditional Marketing ?
- Understanding Digital Marketing Process
- Increasing Visibility
 - What is visibility?
 - Types of visibility
 - Examples of visibility
- Visitors Engagement
 - What is engagement?
 - Why it is important?
 - Examples of engagement
- Bringing Targeted Traffic
 - Inbound
 - Outbound
- Converting Traffic into Leads
 - Types of Conversion
 - Understanding Conversion Process
- Retention
 - Why it is Important?
 - Types of Retention
- Performance Evaluation
 - Why it is Important?
 - Tools Needed

Modules covered under Digital Marketing Training Program

Module 2: Analysis And Keyword Research

- Market Research
- Keyword Research And Analysis
- Types Of Keywords
- Tool Used For Keyword Research
- Localized Keyword Research
- Competitor Website Keyword Analysis
- Choosing Right Keywords To The Project
- Brainstorming Technique
- Final Selection of the Keywords
- Business Analysis and Product Categorization

Module 3: Website Planning & Creation

- Understanding Internet
- Difference between Internet & web
- Understanding websites
- Understanding domain names & domain extensions
- What is web server & web hosting
- Different types of web servers
- Different types of websites
- Planning & Conceptualising a Website
 - Booking a Domain Name & webhosting
 - Adding domain Name to web Server
 - Adding webpages & PlugIns
- Building website using CMS in Class
 - Identifying objective of website
 - Deciding on Number of Pages Required
 - Planning for Engagement Options
 - Creating Blueprint of Every webpage
 - Best & Worst Examples

Modules covered under Digital Marketing Training Program

Module 4: Local Business & Google Mapping

- Creating Local Listing In Search Engine
- Google Places Setup (Including Images, Videos, Map Etc.)
- Search Engine Visibility Reports
- Verification of Listings
- Google Reviews

Module 5: Search Engine Optimization(SEO)

- What is SEO?
- Introduction to SERP
- What are search engines?
- How search engines work
- Major functions of a search engine
- What are keywords & Different types of keywords
- Google keyword planner tool
- Keywords research process
- Understanding keywords mix
- Google Operator : So that you can find anything on the web
- On page optimization
 - What are primary keywords, secondary keyword and tertiary keywords?
 - Keywords & Content Optimization
 - Understanding Your audience for content planning
 - What is the difference between keywords stuffing & keyword placement
 - Internal linking & Meta tags creation
 - Creating Webpage in HTML
 - Using google webmasters tool & website verification
 - Sitemap creation & submission in website & webmasters
 - How to write an optimized content
 - How to write a content for article, blog and press release

Modules covered under Digital Marketing Training Program

- Off Page optimization
 - What is domain authority?
 - How to increase Domain authority
 - What are back links?
 - Types of back links
 - What is link building?
 - Types of link building
 - Do's and Dont's of link building
 - Link building strategies for your business
 - Easy link acquisition techniques
- Local SEO
 - Google places optimization
 - Classified submissions
 - Using H card
 - Citation
- Top tools for SEO
- Monitoring SEO process
- Preparing SEO reports
- How to create SEO Strategy for your business
- What is link juice?
- Importance of domain and page authority
- How to optimize exact keywords for your business
- What is Google Panda Algorithm?
- What is Google Penguin?
- What is Google EMD Update?
- How to save your site from Google Panda, Penguin and EMD Update
- How to recover your site from Panda, Penguin and EMD

Modules covered under Digital Marketing Training Program

Module 6 : PPC Advertising Google Adwords

- Google Adwords Overview
 - Understanding inorganic search results
 - Introduction to Google adwords & PPC advertising
 - Overview of Microsoft Ads (Bing & Yahoo) Setting up Google adwords account
 - Understanding adwords account structure
 - Campaigns, Adgroups, Ads, Keywords, etc
 - Types of Advertising campaigns- Search, Display, Shopping & video
 - Difference between search & display campaign
- Understanding Adwords Algorithm
 - How does adwords rank ads
 - Understanding adwords algorithm (adrank) in detail with examples
 - What is quality score
 - Why quality score is important
 - What is CTR?
 - Why CTR is important?
 - Understanding bids
- Creating Search Campaigns
 - Types of Search Campaigns - Standard
 - All features, dynamic search & product listing
 - Google merchant center
 - Creating our 1st search campaign
 - Doing campaign level settings
 - Understanding location targeting
 - Different types of location targeting
 - What is bidding strategy?

Modules covered under Digital Marketing Training Program

- Understanding different types of bid strategy
- Advanced level bid strategies
- What are flexible bidding strategies?
- Understanding flexible bidding strategy
- Pros & Cons of different bid strategies
- Understanding and Types of ad-extensions
- Adding ad-extensions in our campaign
- Creating adgroups
- Finding relevant adgroups options using tools
- Understanding keywords
 - Finding relevant keywords
 - Adding keywords in ad-group
 - Using keyword planner tool
 - Understanding types of keywords Board, Phrase, exact, synonym & negative
 - Pros and cons of diff. types of keywords
- Creating ads
 - Understanding ad metrics
 - Display & destination URL
 - How to write a compelling ad copy
 - Best & worst examples of ads
 - Creating ads
- Tracking Performance/Conversion
 - What is conversion tracking?
 - How to set up conversion tracking
 - Adding tracking code in your website
 - Checking conversion stats
- Optimizing Search Campaigns
 - How to optimize campaigns at the time of creation?
 - Optimizing campaign via adgroups

Modules covered under Digital Marketing Training Program

- Importance of CTR in optimization
- How to increase CTR
- Importance of quality score in optimization
- How to increase quality score
- Importance of negative keywords in optimization
- Evaluating campaign stats
- Optimizing with conversion report
- Optimizing with keywords
- Optimizing performing keywords
- Optimizing non performing keywords
- How to decrease CPC
- Analyzing your competitors performance
- Creating Display Campaign
 - Types of display campaigns
 - Remarketing, Engagement
 - Difference in search & display campaign settings
 - Doing campaign level settings
 - Understanding CPM bid strategy
 - Ad-scheduling & Ad-delivery
 - Understanding ads placement
 - Creating diff. adgroups using display planner tool
 - Creating text & banner ads
- Optimizing Display Campaign
- Remarketing
 - What is remarketing?
 - Setting up remarketing campaign
 - Creating Remarketing lists
 - Advanced Level list creation
 - Custom audience

Modules covered under Digital Marketing Training Program

Module 7: Social Media Optimization (SMO)

- Social Media Optimization
- Introduction to Social Media Networks
- Types of Social Media Websites
- Social Media Optimization Concepts
- Facebook, LinkedIn, Youtube, Pinterest
- Hashtags
- Image Optimization
- Search Engine Submissions
- Search Engines & Directories

Module 8: Social Media Marketing

- What is social media?
- Understanding the existing Social Media paradigms & psychology
- How social media marketing is different than others
- Forms of Internet marketing
- Facebook marketing
- Increasing fans on fan page
- How to do marketing on fan page (with examples)
- Fan engagement
- Important apps to do fan page marketing
- Facebook advertising
- Types of Facebook advertising
- Best practices for Facebook advertising
- Understanding facebook best practices
- Understanding edgerank and art of engagement

Modules covered under Digital Marketing Training Program

- LinkedIn Marketing
 - What is linkedIn?
 - Company profile vs Individual profiles
 - Understanding LinkedIn groups
 - How to do marketing on LinkedIn groups
 - LinkedIn advertising & its best practices
 - Increasing ROI from linkedIn ads
 - LinkedIn publishing
 - Adv on linkedIn
- Twitter Marketing
 - Understanding Twitter
 - How to do marketing on Twitter
 - Black hat techniques of twitter marketing
 - Advertising on Twitter
 - Creating campaigns
 - Types of ads
 - Twitter Cards
- Video Marketing
 - Understanding Video Campaign
 - Creating 1st Video Campaign
 - Importance of video marketing
 - Benefits of video marketing
 - Uploading videos on video marketing websites
 - Using youtube for business
 - Developing youtube video marketing Strategy
 - Bringing visitors from youtube videos to your website
 - Creating Video ADgroups
 - Targeting Options
 - Understanding Bid Strategy

Modules covered under Digital Marketing Training Program

Module 9: Mobile Web Marketing

- Understanding Mobile Devices
- Mobile Marketing and Social Media
- Mobile Marketing Measurement and Analytics
- Fundamentals of mobile marketing
- Key industry terminology
- Creating mobile website through wordpress
- Using tools to create mobile websites
- Using tools to create mobile app
- Advertising on mobile (App & Web)
 - Targeting ads on Apps
 - Targeting ads via location
 - Targeting ads on search engine
- Content Marketing on mobile
- Mobile strategy-segmentations option targeting and differentiation
- Mobile marketing mix
- SMS marketing
- Creating mobile application
- Uploading mobile app in Android and iOS

Modules covered under Digital Marketing Training Program

Module 10 : Google Analytics

- Introduction to Google analytics
- How Google analytics works
- Understanding Google analytics account structure
- Understanding Google analytics insights
- Understanding cookie tracking
- Types of cookie tracking used by Google analytics
- Starting with Google analytics
- How to set up analytics account
- How to add analytics code in website
- Understanding goals and conversions
- How to setup goals
- Understanding different types of goals
- Understanding bounce & bounce rate
- Difference between exit rate & bounce rate
- How to reduce bounce rate
- How to set up funnels in goals
- Importance of funnels
- How to integrate adwords and analytics account
- Benefits of integrating adwords & analytics
- Measuring performance of marketing campaigns via Google analytics
- What is link tagging
- How to set up link tagging
- Understanding filters & segments
- How to set up filters & segments
- How to view customized reports
- Monitoring traffic sources
- Monitoring traffic behavior
- Taking corrective actions if required

Modules covered under Digital Marketing Training Program

Module 11 : Online Display Advertising

- What is online advertising?
- Types of Online Advertising
- Display Advertising
- Contextual advertising
- What are Payment Modules?
- Companies that provide online advertising Solution
- Tracking & Measuring ROI of online adv.
- Assignment on allocating funds to various Different Online advertising platforms
- Creating Banner Ads Using Tool

Module 12 : Email Marketing

- What is email marketing?
- How email works?
- Challenges faced in sending bulk emails
- How to over come these challenges?
- Types of email marketing- Opt-in & bulk emailing
- What is opt-in email marketing?
- Setting up email marketing account
- Best platforms to do opt-in email marketing
- Setting up lists & web form
- Creating a broadcast email
- What are auto responders?
- Setting up auto responders
- How to do bulk emailing?
- Best practices to send bulk emails
- Tricks to land in inbox instead of spam folder
- Top email marketing software's & a glimpse of how to use them
- Improving ROI with A/B testing

Modules covered under Digital Marketing Training Program

Module 13 : Ecommerce Marketing

- What is ecommerce?
- Top ecommerce websites around the world & it's scenario in India
- Difference between E-Commerce software and Shopping Cart software
- Payment Gateways, Merchant Accounts & Logistics for physical goods.
- Integrating Woocommerce and setting up an ecommerce store on WordPress.
- Affiliate Marketing by promoting products which looks like an ecommerce store.
- Case studies on ecommerce websites.
- How to do Google Product Listing Ads (PLA) for ecommerce websites.
- How to do SEO for an ecommerce website

Module 14 : Lead Generation For Business

- Understanding lead generation for business
- Why lead generation is important?
- Understanding landing pages
- Understanding thank-you page
- Landing page vs website
- Best practices to create a landing page
- Best practices to create a thank-you page
- Practical exercise- Creating a landing page
- Types of landing pages
- Reviewing landing pages created by trainees
- What is A/B testing?
- How to do A/B testing
- Selecting landing pages after A/B testing
- Converting leads into sales
- Creating lead nurturing strategy
- Understanding lead funnel
- Steps in leads nurturing

Modules covered under Digital Marketing Training Program

Module 15 : Content Marketing

- What is Content marketing?
- Introduction to content marketing
- Objective of content marketing
- Content marketing 7 step strategy building process
- 18 types of content with examples
- How to write great compelling content
- Keyword research for content ideas
- Optimizing content for search engines
- Discussing authority blog
- Steps towards developing authority blog
- Ways to monetizing authority blog
- How to market your content?
- Debate- Doesn't great content just spread by itself
- Understanding second customer
- Importance of second customer
- How to increase second customer
- Understanding online influencers
- 10 ways to connect with online influencers
- 35 unique ways to write magnetic headlines
- 180 examples of magnetic headlines
- How to increase opt-in email list with content marketing with examples
- Case study on content marketing

Modules covered under Digital Marketing Training Program

Module 16 : Creating Digital Marketing Strategy / Doubt Sessions

- Let's talk Execution Strategy

Module 17 : Affiliate Marketing

- What is affiliate marketing?
- 3 A's of affiliate marketing
- How people make millions of dollar in affiliate marketing?
- Affiliate marketing history
- Changes in affiliate marketing industry over the year
- Affiliate marketing scenario in India
- How to be a super affiliate?
- Different ways to do affiliate marketing
- Affiliate marketing secrets
- How your trainer makes money in affiliate marketing?
- Live examples of how people are making money as an affiliate
- Getting your started as an affiliate
- Getting you approved as an affiliate from India's top affiliate agencies
- Some of the top affiliate network

Module 18 : Adsense & Blogging

- What is adsense?
- How to get approved for adsense?
- Cool trick to get adsense approval by Google
- Using your adsense account interface
- Placing ads on your blog
- Creating blogs with our FREE theme

Modules covered under Digital Marketing Training Program

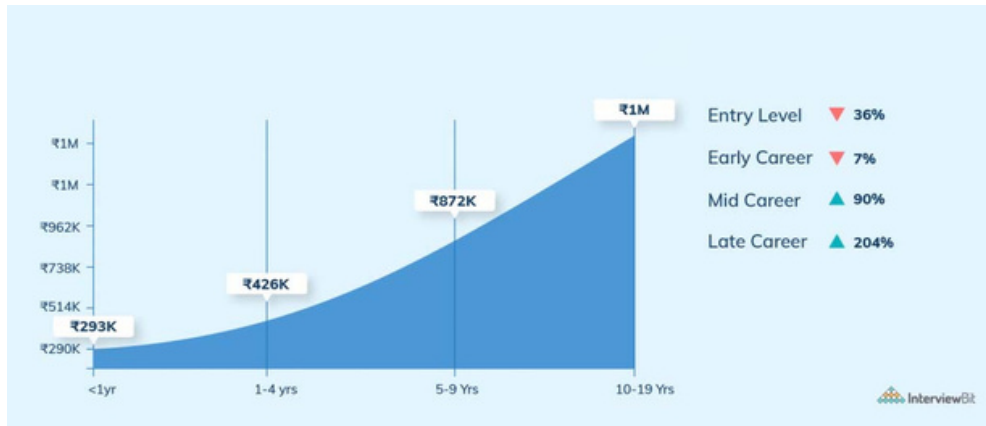
Module 19: Online Reputation Management

- What is online reputation management?
- Why online reputation management is need of hour
- Understanding ORM scenario
- How to deal with criticism online
- 10 Online reputation management Commandments
- 15 ways to create positive brand image online
- Understanding tools for monitoring online reputation
- Step by Step guide to overcome negative online reputation
- Best examples of online reputation managemen

Module 20: Projects And Interviews

- Covering all the concepts
- Project Work
- Resume Preparation
- Interview Question Preparation

Benefits as Digital Marketing Professional



Our Training Benefits as Digital Marketing Program

- Our complete training is constructed as per the current industry standard.
- Live Project & Industrial Based Training.
- One of the biggest team of Certified Expert & Competent Trainers.
- Easy to understand study material.
- Regular and Weekends classes for IT & Software training is provided.
- Interaction, analysis and case studies are an integral part of the training.
- Smart Labs with Real Latest Equipments.
- Students are free to access the labs for an unlimited number of hours
- Free Study Material, e-PDFs, Video Trainings, Sample Questions.
- Globally Recognized Course Completion Certificate.
- The ability to retake the class at no-charge as often as desired.
- One-on-One attention from instructors.
- Helps students to take knowledge of complex technical concepts.
- Post Training Support will help the students.
- Personality Development & Interview Preparation classes.
- 100% Job Assistance with dedicated training & placement team.



Join One of the Best Digital Marketing Training Institute in India

(In-Class & Live Online Training by Industry Experts)



5740+
Batches Completed



68806+
Students Trained



470+
Skilled Instructors



Our Latest Reviews



Hi All, I am Shilpa and i have done my Certification from TechVidya. The study environment is good and trainers are full of knowledge. I personally recommend TechVidya Institute to all the students who looking for quality education and sincere about there future.

I am grateful to TechVidya - both the faculty and the Training & Placement Department. They've made efforts ensuring maximum number of placed students. The Institute started grooming us for placements in the first few months including courses such as Professional Excellence Program and Professional Skills Enhancement. I suggest to join TechVidya which comes under top 10 IT & Software training institute.



Hi I am Amit Kumar and my Enrollment ID with TechVidya is TV230967. I completed my Certification from TechVidya. They provides IT & Software courses in more practical & real scenario basis. Complete project based training help me to sharpen my technical skills.

TechVidya has always believed in helping and guiding its students and it was no different during the placement time. Regular classes held to help us with our aptitude and technical skills. Recommend to all the students who looking for best computer classes with quality education. Thanks TechVidya for explore my career.



RECORD BREAKING PLACEMENTS 100% JOB PLACEMENT ASSISTANCE

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Career Assistance Services



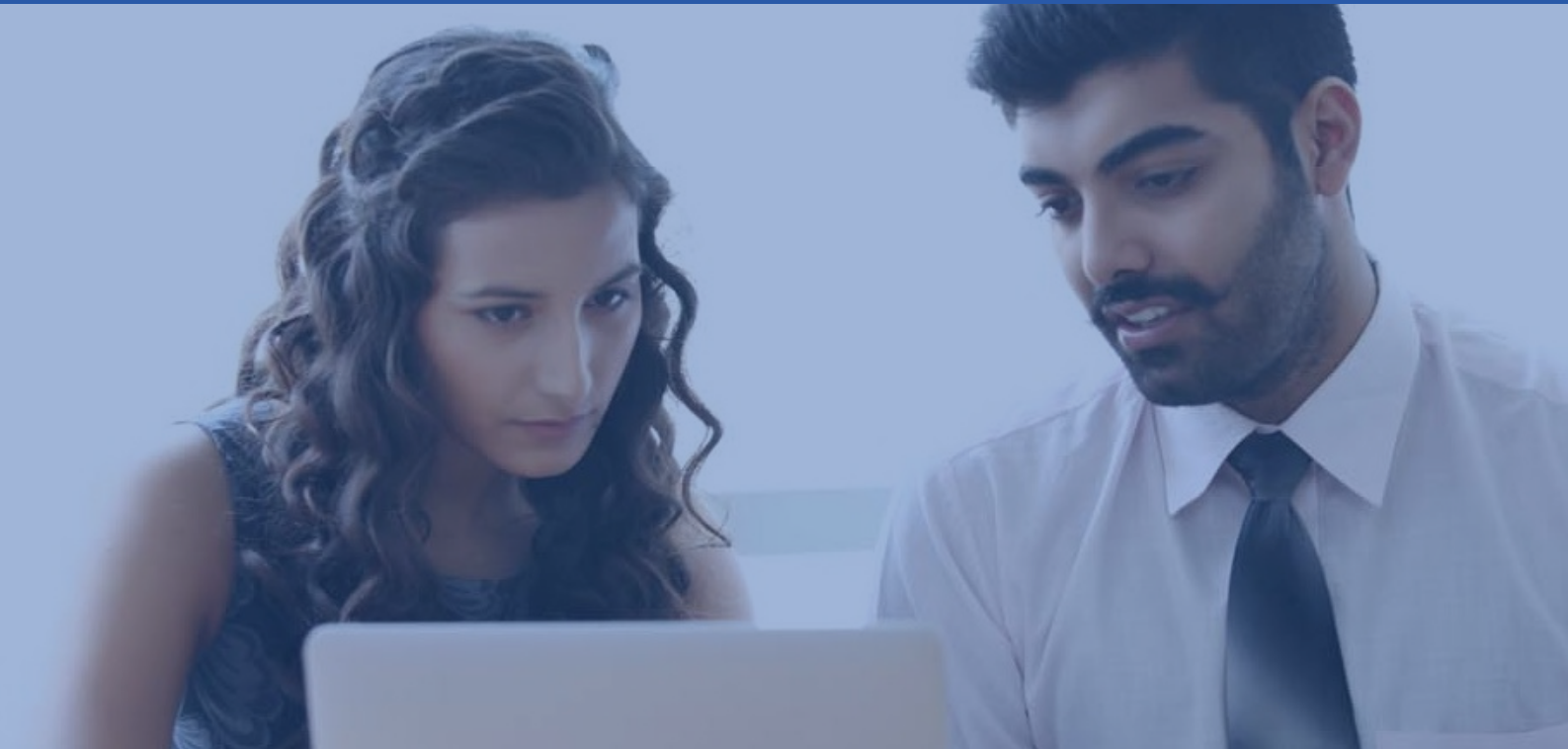
-  **Career Oriented Sessions**  Throughout the Course
-  **Resume & LinkedIn Profile Building**  After 70% of the Course Completion
-  **Mock Interview Preparation**  After 80% of the Course Completion

-  **1 on 1 Career Mentoring Sessions**  After 90% of the Course Completion
-  **Assured Interviews**  After 90% of the Course Completion
-  **1 Year Placement Assistance**  After 100% of the Course Completion



Our Top Placement Partners





TechVidya In News



08-Jan

ET Now- Startup Central

TIMESNOWNEWS.COM

22-Dec

What skills in demand & how should upgrade?

THE HINDU
BusinessLine

14-Nov

Turning executive education into class act

EducationTIMES
EST. ESTABLISHED

30-Sep

TechVidya Campaign
#StayUpdatedStayAhead

YOUR
STORY

02-Sep

How TechVidya enhance learning experience

THE ECONOMIC TIMES

16-Jun

The journey of an EduTech Company



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