

## Certification in Digital Marketing Course - 2 month

Learn SEO, social media marketing, Google Ads, and website optimization to excel in the digital world.

### WHAT YOU'LL LEARN

- Understand the fundamentals of digital marketing and its strategies.
- Optimize websites for search engines and user experience.
- Manage impactful social media campaigns and Google Ads.
- Build a brand through blogging, video marketing, and domain management.

### REQUIREMENTS

Basic knowledge of the internet and computer operations.

No prior experience in digital marketing is required; this course starts from the basics.

### WHO'S THIS COURSE IS FOR

Entrepreneurs and business owners aiming to grow their online presence.

Students and professionals looking to build a career in digital marketing.

Freelancers and consultants seeking to offer digital marketing services.

Anyone interested in learning how to leverage online platforms for branding and sales.

### DESCRIPTION

#### Certification in Digital Marketing(2 month)

#### Course Duration And Schedule

- **Duration:** 2 Months
- **Start Date:** Courses are ongoing—**enroll now**
- **Days:** Mon-Wed-Fri-Tue-Thu-Sat, 6 days and 1 Hours/Session
- **Timings:** 7:00 am to 7:00 pm (Choose your 1 hr as per you convenience)
- **Mode:** Offline (opp. O.N.G, Ranip, Ahmedabad, Gujarat 382480)
- **Languages:** English, Hindi & Gujarati
- **Fees:** INR 10,000/



₹ 12000 ~~₹15000~~

20% off



Date

01 May to 01 Jul 2025

Time

07:00 AM - 07:00 PM

Total Sessions (Hours)

48 (48h 0min)

Location

Ranip

Level

Beginner

Language

Hindi



Amisha Patel

Instructor

Productivity Expert | Specialist in MS Office, Advanced Excel, and G-Suite | Empowering Learners to Master Computer Fundamentals and Cloud-Based Collaboration Tools

Students

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Courses

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## **Module 1: Introduction to Digital Marketing**

- Overview of digital marketing and its importance in today's business landscape.
- Understanding the key channels and tools for online marketing.

## **Module 2: Search Engine Optimization (SEO)**

- On-page and off-page SEO techniques to boost website rankings.
- Keyword research, link building, and analyzing SEO performance.
- Tools and strategies for improving organic traffic.

## **Module 3: Website Optimization**

- Enhancing website speed, design, and user experience.
- Mobile-friendly websites and technical SEO best practices.
- Tools for website performance analysis and monitoring.

## **Module 4: Social Media Marketing (*6 Days/Week*)**

- Managing campaigns on platforms like Facebook, Instagram, and LinkedIn.
- Content creation, scheduling, and audience engagement strategies.
- Leveraging analytics to optimize social media performance.

## **Module 5: Google Ads**

- Setting up and managing effective pay-per-click (PPC) campaigns.
- Ad targeting, bidding strategies, and budget allocation.
- Monitoring and optimizing ad performance for maximum ROI.

## **Module 6: Video Marketing**

- Creating engaging video content for platforms like YouTube and Instagram.
- Video editing basics and strategies for increasing views and shares.
- Using video content to build brand awareness and customer trust.

## **Module 7: Branding and Blogging**

- Building a brand identity through consistent online presence.
- Creating and managing blogs for content marketing.
- Monetizing blogs and integrating them with other digital channels.

## **Module 8: Domain and Hosting Knowledge**

- Understanding domain registration and hosting options.
- Choosing the right hosting provider for your website needs.

- Managing domain names and integrating them with websites effectively.
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#### **Key Features:**

- **Flexible Scheduling:** Designed to accommodate busy schedules with 6-day weekly sessions.
- **Practical Training:** Hands-on activities for real-world application.
- **Comprehensive Coverage:** From SEO to branding, every module prepares you for the digital ecosystem.

This course is tailored to equip learners with the skills and confidence needed to thrive in the digital marketing space. With expert guidance and practical assignments, participants will be ready to implement strategies that drive measurable results.