

## Comprehensive Digital Marketing Mastery Course - 3 Months

Master SEO, Google Ads, Social Media, and Analytics and many more in Just 3 Months

### WHAT YOU'LL LEARN

- Design and execute powerful digital marketing campaigns across various platforms.
- Implement SEO techniques, from keyword research to advanced on-page and off-page optimization.
- Analyze and optimize performance using Google Analytics, Tag Manager, and other tools.
- Create and manage targeted ad campaigns on Google Ads, Facebook, Instagram, and LinkedIn.
- Develop user-focused websites and content strategies to drive engagement and conversions.

### REQUIREMENTS

Basic computer literacy and familiarity with MS Office tools.

A fundamental understanding of the internet.

A passion for marketing and a willingness to learn.

### WHO'S THIS COURSE IS FOR

Aspiring digital marketers and content creators.

Business owners and entrepreneurs seeking to expand their online presence.

Students and professionals looking to upskill in digital marketing.

Anyone interested in building a career in the dynamic world of online marketing.

### DESCRIPTION

The **Comprehensive Digital Marketing Mastery** course is a 3-month intensive program crafted to equip you with in-demand skills in digital marketing. Whether you're a beginner or a professional, this course offers a structured path to mastering tools, techniques, and strategies essential for modern digital marketers.

### Course Duration and Schedule

- **Total Duration:** 3 months (from the date of enrollment).
- **Start Date:** Courses are ongoing—enroll anytime and begin your 3-



₹ 35500 ~~₹38000~~

6.6% off



Date

01 May to 01 Aug 2025

Time

09:00 AM - 08:00 PM

Total Sessions (Hours)

36 (54h 0min)

Location

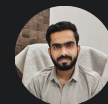
Ellis Bridge

Level

All

Language

Hindi



Dipen Patel

Instructor

Dipen Patel - Web Development and Front-End Specialist

Students

20

Courses

9

month journey.

- **Weekly Schedule:** 3 days a week (Monday to Saturday options available).
- **Session Length:** 1.5 hours per session.
- **Total Sessions:** 36 sessions (54 hours).
- **Timings:** Flexible slots available between **9:00 AM to 8:00 PM**—choose a 1.5-hour session that fits your convenience.

**Join Anytime:** This course offers rolling admissions, so you can start whenever you're ready and complete the program at your pace!

This schedule is designed to provide flexibility while ensuring you get the comprehensive learning experience needed to master the course.

## What You'll Learn

### 1. Website Development Basics

- Build functional websites using WordPress.
- Understand hosting, domain registration, and website structure.

### 2. Search Engine Optimization (SEO)

- Keyword research, on-page, and off-page SEO.
- Optimize website structure, page speed, and user experience.
- Explore advanced SEO techniques like voice search and e-commerce SEO.

### 3. Google Ads

- Create PPC campaigns and analyze their performance.
- Understand bidding strategies and targeting.
- Use Google AdSense and AdMob effectively.

### 4. Social Media Marketing

- Manage and promote brands on Facebook, Instagram, LinkedIn, and Pinterest.
- Design and analyze social media ad campaigns.
- Use tools like Hootsuite and Buffer for efficient social media management.

### 5. Analytics and Insights

- Navigate Google Analytics and Tag Manager.
- Measure campaign success with actionable insights.
- Use heatmaps and user behavior tracking to improve performance.

### 6. Industry Projects and Practical Training

- Work on real-world projects to design campaigns, perform audits, and implement SEM strategies.
- Create detailed marketing plans and present them for review.

## **Key Takeaways**

- Gain hands-on experience in running digital marketing campaigns.
- Develop a strong understanding of SEO, Google Ads, and social media platforms.
- Build a portfolio showcasing your digital marketing projects.
- Prepare for industry roles with practical knowledge and tools mastery.

## **Course Modules**

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

- Overview of Digital and Traditional Marketing.
- Marketing Platforms and Tools.
- Understanding Customer Persona and Marketing Funnels.

### **Module 2: Website Development and Basics**

- Introduction to Websites and WordPress.
- Creating and Hosting Web Pages.
- Plugins, Themes, and Customization.

### **Module 3: Search Engine Optimization (SEO)**

- SEO Fundamentals and Advanced Strategies.
- Technical SEO and Local SEO Techniques.
- Link Building, Schema Markups, and Performance Audits.

### **Module 4: Google Ads and Paid Marketing**

- PPC Campaigns: Setup and Management.
- Analyzing Ad Performance and ROI.
- Google Merchant and AdSense.

### **Module 5: Social Media Marketing**

- Strategies for Facebook, Instagram, LinkedIn, and Pinterest.
- Influencer Marketing and Content Creation.
- Analyzing Social Media Campaigns.

### **Module 6: Analytics and Reporting**

- Google Analytics and Tag Manager Essentials.
- Tracking and Reporting Campaign Metrics.
- Tools for Data Visualization and Insights.

## Module 7: Industry Readiness

- Conducting Digital Audits.
- Creating Marketing Plans and SEM Strategies.
- Real-World Projects and Case Studies.

Ready to kickstart your journey Comprehensive Digital Marketing Mastery Course? Enroll in this course through **Prep Gurukul** and secure your spot today. Gain access to top-notch instructors, comprehensive learning materials, and hands-on projects to transform your career.

### Have Questions?

Feel free to contact us for any queries or assistance. We're here to help you every step of the way!

### Contact Us:

Email: [team@prepgurukul.com](mailto:team@prepgurukul.com)

Phone: +91 9727918490

Take the first step toward a brighter future—**enroll now!**