

DIGI GYAN ACADEMY



ADVANCE DIGITAL MARKETING COURSE

Design

Branding

Development

Digi Gyan Academy. We are committed to deliver best education & career opportunities for the students as well as for working professionals.

About Us

We, at Digi Gyan Academy, move forward with just one motto that says 'Design your success path'. We are dedicated to delivering the best education to every aspiring marketer who comes our way to learn and grow. We let students amplify their skills in accordance with their specific chosen field. We have developed ourselves full-fledgedly into other courses such as Digital Marketing, Post-graduation in Digital Marketing, Cyber-Security & Full-Stack Development training, and many more.

Get yourself acquainted with the classroom as well as online training, which will add up valuable hands-on training for your career growth. To decide your pathway to excellence with our extensive training techniques

The Scope of Learning Digital Marketing

Digital marketing is broadly regarded as the term which is the marketing of products and services, with the extensive use of digital channels that helps to connect with a target mass audience.

There is a great plethora of job opportunities waiting for you, right after the completion of your digital marketing course

- Digital Marketing Professional
- Social Media Manager
- Content Strategist
- Email Marketing Expert
- Web Developer
- Google Analytics Expert



Master Yourself With Our Impeccable Course Curriculum

Introduction to Digital Marketing

- ☒ Case study of popular startups
- ☒ Secret tips of digital marketing
- ☒ Different types of marketing
- ☒ Eligibility to learn digital marketing
- ☒ Creation of blueprint of your website

Website Planning

- ☒ Overview to website planning
- ☒ Importance of TLC, TGLD, and TCLD
- ☒ Latest extensions available in market
- ☒ Adding a domain to hosting
- ☒ Cpanel Of your website

Website Creation

- ☒ Introduction to WordPress
 - ☒ Installation of WordPress
 - ☒ How to install WordPress on your computer
 - ☒ Clearing out WordPress with pre-installed content
 - ☒ Setting up of a Gravatar
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Content Writing

- ☒ Difference between evergreen and trending content
- ☒ Creation of informative content
- ☒ Creation of SEO-friendly content
- ☒ 7 common issues with the flow of your content
- ☒ Understanding your audiences

Keyword Research

- ☒ Basics of keyword research
- ☒ Importance of keyword research
- ☒ Introduction to keyword research tool (SEMrush, Google keyword tool)
- ☒ Different types of keywords
- ☒ Competitor Track

SEO (Search Engine Optimization)

- ☒ The goal of SEO
 - ☒ Different types of search engine
 - ☒ 3 steps to get on the first page of Google
 - ☒ Domain optimization
 - ☒ Meta Tags
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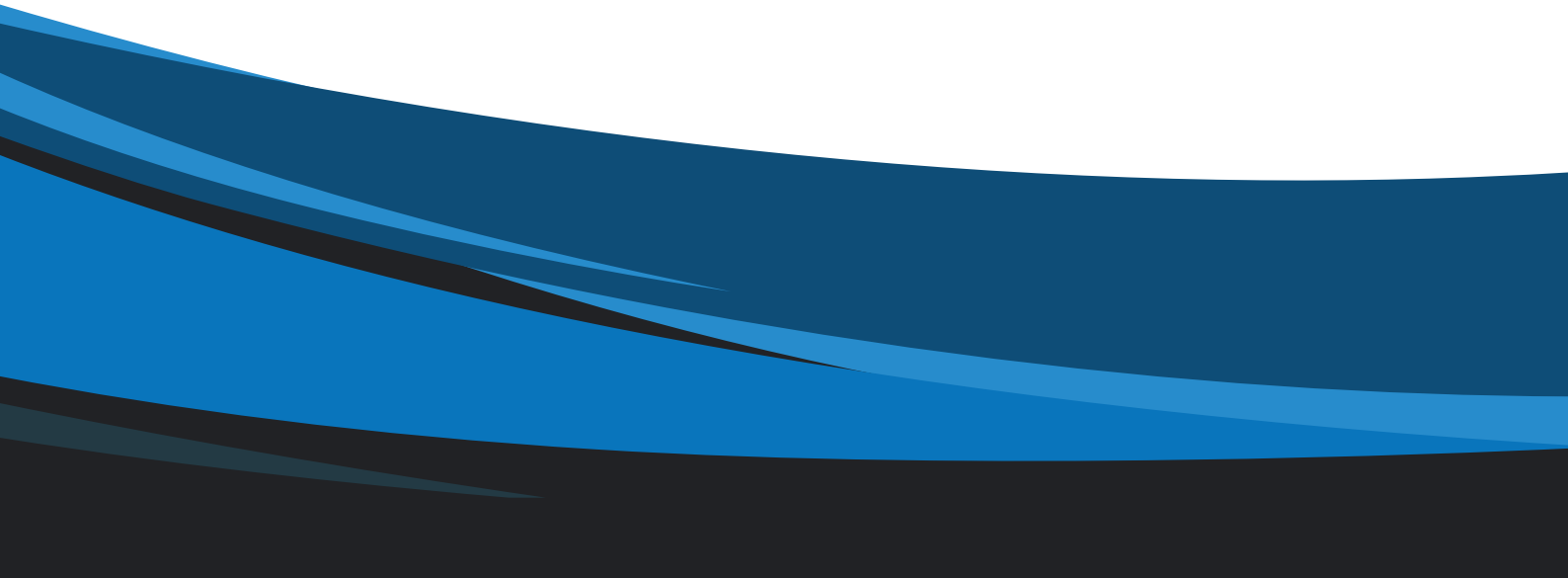
E-commerce SEO

- ☒ Website ease of use
- ☒ Understanding links in SEO
- ☒ Product page optimization
- ☒ Importance of site speed
- ☒ Learning to Ecommerce basics

Local SEO

- ☒ Introduction to keyword planning
- ☒ Grouping of keywords
- ☒ Content review
- ☒ Establishing addresses
- ☒ Yellow pages

Google Webmaster

- ☒ Introduction to Webmaster
 - ☒ Site dashboard
 - ☒ Search appearance-structured data
 - ☒ Search appearance-HTML improvements
 - ☒ Google Developer structured data tool
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Bing Webmaster

- ☒ Ways to configure your site
- ☒ Media RSS video feed specification
- ☒ Submitting URLs from Bing
- ☒ How to manage deep links?
- ☒ Bing XML sitemap plugin

Google Analytics

- ☒ Account settings
- ☒ Property settings
- ☒ Report date picker
- ☒ Creating annotations in reports
- ☒ Pie-chart reports

Creative Designing

- ☒ What is Creative Designing?
 - ☒ How to create appealing creatives?
 - ☒ Introduction to typography
 - ☒ Colour combination and schemes
 - ☒ Logo type Design
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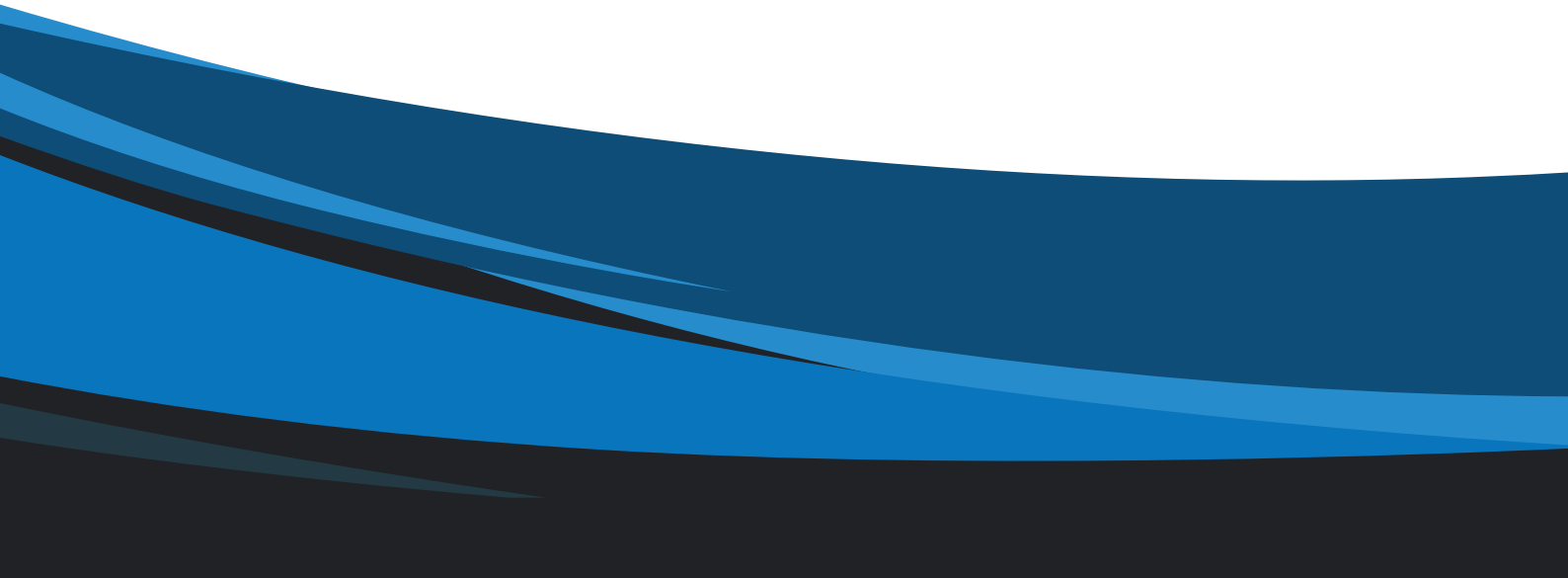
SMO (Social Media Optimization)

- ☒ Intro to SMO
- ☒ Significance of social media
- ☒ Social media metrics and ROI
- ☒ Find the right network for you
- ☒ Intro to platforms like Facebook, Google+, LinkedIn, etc

Facebook Marketing

- ☒ Introduction to social media marketing
- ☒ How to use Facebook for lead generation?
- ☒ Ways to use Can we use Facebook for branding?
- ☒ How to target the right audience?
- ☒ How to increase the likes of the Facebook business pages?

LinkedIn Marketing

- ☒ An introduction to LinkedIn marketing
 - ☒ How does LinkedIn work?
 - ☒ When to use LinkedIn as a way to market/drive leads?
 - ☒ How to generate B2B leads?
 - ☒ Create different types of LinkedIn sponsored Ads
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Twitter Marketing

- ☒ What is Twitter?
- ☒ What is Twitter Marketing?
- ☒ How to create Twitter Ads?
- ☒ Ways to Increase website visitors through Twitter Ads
- ☒ Increase followers with the help of Twitter Ads

Pinterest Marketing

- ☒ What is Pinterest?
- ☒ What is Pinterest marketing?
- ☒ When to use Pinterest Marketing?
- ☒ Key factors to use Pinterest Ads
- ☒ How to generate sales with Pinterest?

Instagram Marketing

- ☒ What is Instagram?
 - ☒ A basic introduction to Instagram Marketing
 - ☒ How to create Instagram ads?
 - ☒ Creating remarkable content for Instagram Ads
 - ☒ Analyze and run your Ads
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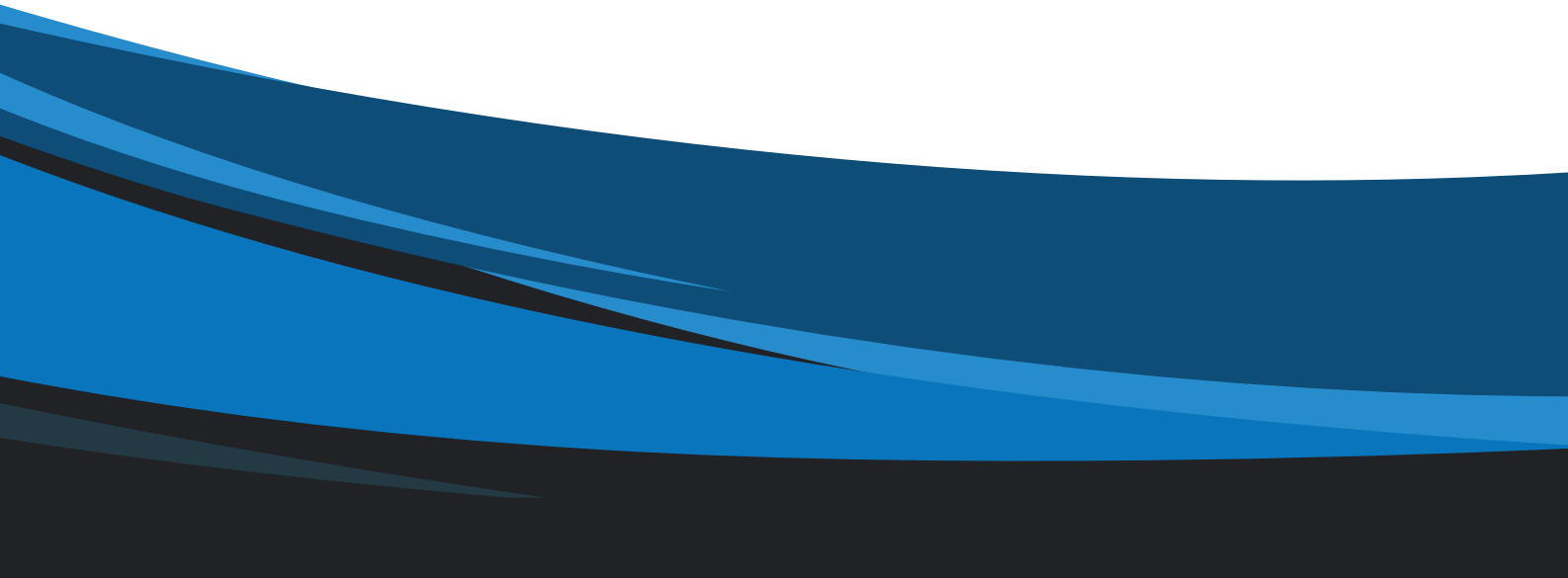
Search Marketing

- ☒ What is Google Adwords?
- ☒ Campaign ideations
- ☒ Differentiating between Ads and Keywords
- ☒ What are Bing Ads?
- ☒ Introduction to PPC

Display Marketing

- ☒ What is Display Marketing?
- ☒ Learn to create remarkable Ads
- ☒ How to lower CPC?
- ☒ How to create Banner ads?
- ☒ An intensive and interactive course of Display Advertising

Video Marketing

- ☒ What is Video Marketing?
 - ☒ Basic concepts of video marketing
 - ☒ Promotion of videos through Google Adwords
 - ☒ How to Create in-stream Ads?
 - ☒ True View Ads vs Stream Ads
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App Marketing

- ☒ What is App Marketing?
- ☒ What Is Mobile Marketing?
- ☒ How to promote apps through mobile marketing?
- ☒ What are the mobile marketing platforms?
- ☒ How to make a business from mobile marketing

Display Marketing

- ☒ What is Display Marketing?
- ☒ Learn to create remarkable Ads
- ☒ How to lower CPC?
- ☒ How to create Banner ads?
- ☒ An intensive and interactive course of Display Advertising

Shopping Marketing

- ☒ What are shopping Ads?
 - ☒ Introduction to the basics of Shopping ads?
 - ☒ How to increase product sales?
 - ☒ How to use Google Merchant Center?
 - ☒ How to upload products in GMC?
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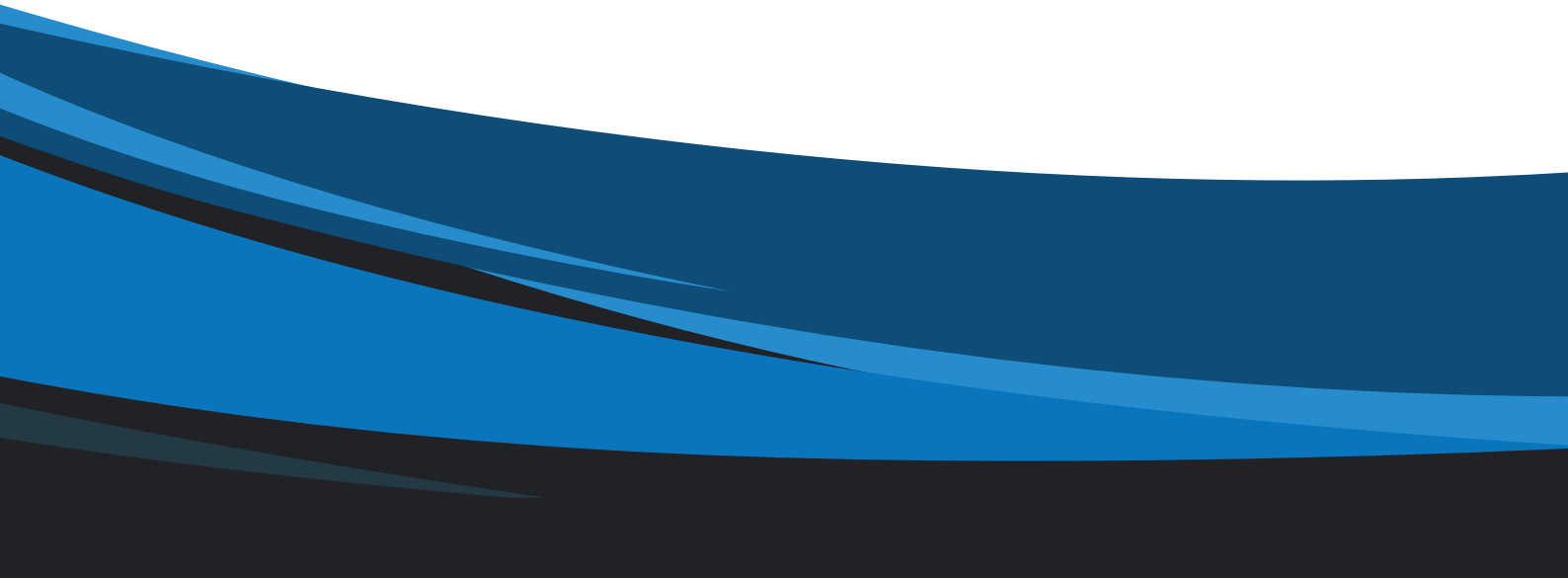
Email Marketing

- ☒ Introduction to Email marketing
- ☒ Strengths and weaknesses of Email marketing
- ☒ Structuring effective Email messages
- ☒ 10 rules for successful Emailing
- ☒ Ways to write different types of Email

Content Marketing

- ☒ What is Content?
- ☒ What is Content Marketing?
- ☒ How many types of content marketing is available?
- ☒ Learn about content planning
- ☒ Content Development

E-Commerce Marketing

- ☒ What is E-commerce Marketing?
 - ☒ Basic concepts of Ecommerce
 - ☒ Effective strategies to plan for an eCommerce website
 - ☒ Difference between Normal SEO and eCommerce website SEO?
 - ☒ How to boost sales through E-commerce?
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Video Optimization

- ☒ Basics of video optimization
- ☒ Organic traffic on YouTube
- ☒ Analyzing Annotations
- ☒ Impact of Social media on YouTube video ranking
- ☒ Audience Retention

Google AdSense

- ☒ What is Google?
- ☒ What is Google AdSense?
- ☒ Difference between Google Adwords vs Google Analytics
- ☒ Easy steps to follow for Google Ad-sense
- ☒ Difference between Google AdSense vs Affiliate Marketing?

Affiliate Marketing

- ☒ What is Marketing?
 - ☒ What is Affiliate Marketing?
 - ☒ Easy steps to earn from Affiliate Marketing
 - ☒ How to start earning from Affiliate Marketing?
 - ☒ Ways to find low competitive keywords with high potential?
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Earn as a Freelancer



What is Freelancing?



How do you make your venture in the field of freelancing?



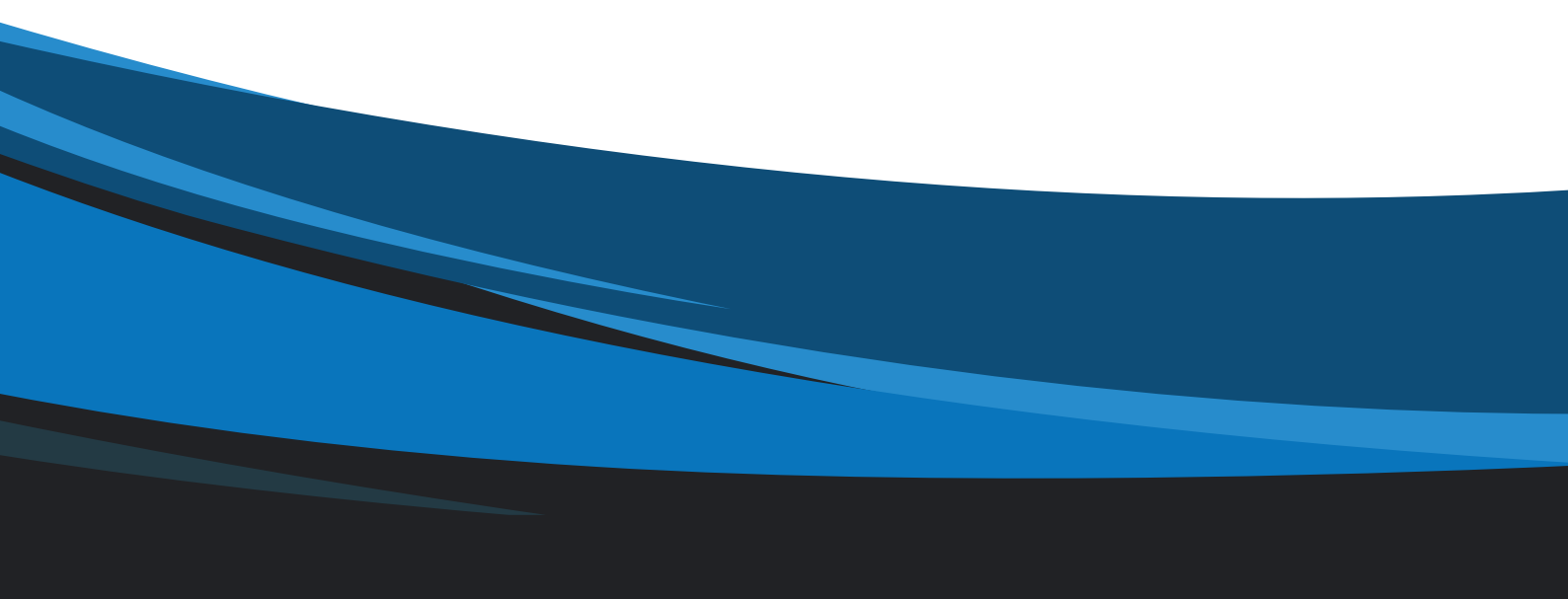
How to get projects on freelancing?

































How to get the project on Upwork?



How to make contacts on Fiverr?



HAVE A SNEAK-PEEK AT THE MOST PROMISING COMPANIES AND GET TO WORK WITH THEM!



FRESHER

**EXPERT IN
DIGITAL
MARKETING**

**JOINED AFTER GRADUATING
FROM HIGH SCHOOL**

STUDENT





+91-9625430820



thedigigyanacademy@gmail.com



<http://digigyanacademy.com/>



A 11 First floor, Savitri Nagar, Delhi,



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