



# Become a professional **Digital Marketer**

with Average Salary Package of INR 5,00,000

**Curriculum Brochure**

# Become a professional Digital Marketer

## TRAINING

Digital marketing is a rapidly growing field with endless career opportunities. As more and more businesses are turning towards online platforms to reach their target audience, the demand for digital marketing professionals is only increasing. From search engine optimization (SEO) to social media marketing and email marketing, digital marketing encompasses a variety of skills and strategies that businesses need to succeed in today's digital age.

The career scope in digital marketing is vast and diverse. With the rise of e-commerce, businesses are looking for digital marketing professionals who can help them increase their online visibility, generate leads, and drive sales. Digital marketing professionals can work in various roles, such as digital marketing managers, social media specialists, SEO analysts, content creators, email marketing managers, and many more. Moreover, as digital marketing is a constantly evolving field, there are always new opportunities for professionals to learn and grow in their careers.

To stand out from the crowd and get ahead in your career, it is essential to have professional training in digital marketing. Professional training can provide you with the knowledge and skills needed to excel in digital marketing, including understanding the latest trends, tools, and strategies. It can also help you develop a portfolio of work that demonstrates your expertise and showcases your achievements.

digital marketing is an exciting and ever-evolving field with immense career opportunities so you will have different options to start your career.

### **Middle Level Career Options**

- Social Media Marketer
- Campaign Designer
- SEO Consultant
- Business Development Executive
- Ads Manager
- Website Designer
- Digital Marketer, etc.

### **Other Career Options**

- Freelancing
- Marketing Agency
- Content Designing
- Media & Advertising
- Influence Marketing
- Digital Marketing Consultant
- Business

**Almost every company  
is looking for Professional  
Digital Marketer**

## Practice, Implement & Present

### Get real work experience

Our USP is to give students, deep practical knowledge in a specific domain and help them getting their dream jobs & good career.

During training programs, students work on projects to improve their skills & to get the real work experience.

- **Practice**, what you learn
- **Implement**, what you practice
- **Present**, what you implement



## Know Your Career Path with Learn2Earn Labs

### Learning & Implementation



#### Live Training Sessions

To give you practical knowledge and to understand your doubts.

#### Assignments & Projects

So you can implement your learnings and improve your hands-on experience.

### Career Assistance



#### Consultation Session

Get mentored by our experts and know how to achieve your desired goal

#### Professional Portfolio

Learn how to design & build a portfolio to showcase your skills and to attract the recruiters.

#### Interview Preparation

Prepare yourself for interview on the basis of interview questions, professional development training, mock interviews, presentation sessions, etc.

### Support & Networking



#### Job Recommendations

Based upon your performance and exam results your profile would be recommended in our corporate network.

#### Networking

Build your network with corporate professionals, HR Managers & Recruiters.

Digital Marketing is an interesting area

## Anyone can join and develop skills

Digital marketing is a field that is open to anyone who is willing to learn and develop their skills. Unlike some other industries that require specific qualifications or degrees, digital marketing does not have any such requirements.

With a little bit of dedication, anyone can learn the necessary skills and start a career in digital marketing. Moreover, there are various resources available online, including courses, tutorials, and blogs, that provide information on the latest digital marketing trends, techniques, and tools.

Additionally, digital marketing is a highly diverse field that requires skills in various areas, such as content creation, data analysis, and social media management. Therefore, there are always opportunities for people with different backgrounds and skill sets to find their niche in digital marketing. Ultimately, digital marketing is a field that rewards creativity, innovation, and a willingness to learn, making it accessible to everyone who wants to pursue a career in this field.



College / School  
Students



Entrepreneurs &  
Businessman



Girls &  
Housewives



Marketing & Sales  
Professionals

## Training Roadmap Digital Marketing

Nowadays, businesses are leveraging digital platforms or channels to reach their target audience and the demand of online marketing is increasing hence the scope of digital marketing is continuously growing. Digital Marketers can work with various industries like advertising, e-commerce, digital media, healthcare, education, travelling and many more. From search engine optimization (SEO) to social media marketing and email marketing, digital marketing encompasses a variety of skills and strategies that businesses need to succeed in today's digital age.

Search Engine  
Optimization

WordPress  
& Blogging

Social Media  
Marketing

Google Ads  
& Analytics

Email & Mobile  
Marketing

Digital Display  
Advertising

All you need to know about

## Available training programs in digital marketing

Program	Duration	Amenities	Work Experience
Digital Marketing Associate	3 Months	Digital Notes, Software Support, Mini Project, Resume Design, Interview Preparation, Job Notifications.	NA
Professional Digital Marketer	6 Months	Digital Notes, Professional Development Training, Dummy Projects, Live Projects, Portfolio & Profile Building, Job Recommendations, Interview Leads, Corporate Connections, Domain & Hosting (1 Year).	3 Months
Digital Marketing & Business Development	1 Year	Digital Notes, Professional Development Training, Dummy Projects, Live Projects, Portfolio & Profile Building, Job Recommendations, Interview Leads, Corporate Connections, Domain & Hosting (1 Year)	6 Months

### Benefits / Perks with Learn2Earn Labs Training Program



Hands-On  
Training



Working  
Experience



Valid  
Certification



Corporate  
Connections



Attractive  
Portfolio



Video  
Resume



Professional  
Development



Interview  
Preparation

## Get hands-on expertise over 80+ Tools & Platforms for Digital Marketer

Tools are essential in digital marketing as they help marketers perform various tasks more efficiently and effectively. During training, we will go through with 60+ popular tools to give you practical exposure and hands-on experience.

### SEO Reporting

Google Analytics	Google Search Console	Google Tag Manager	Google Page Speed Insights	SEMrush
Screaming Frog	GTMetrix	Ahrefs	Pingdom Tools	MOZ

### Keyword Research & SEO

Moz Keyword Explorer		Google Business Profile		Google Keyword Planner		Answer The Public			
Yoast SEO		Rank Math		UberSuggest		Keyword Tool		Serpstat	

### Social Media Management

HootSuite	Buffer
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### Content Designing

Canva	Adobe Creative Cloud	Pexels	Shutterstock
Adobe Spark	Camtasia	Audacity	Photopea

### Paid Advertising

Google Ads	Facebook Ads	Instagram Ads	LinkedIn Ads
Bing Ads	Twitter Ads	Quora Ads	Taboola

### Content Delivery Network

Nitro Pack	Cloud Flare	Lite Speed Cache	W3 Total Cache
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### Website Designing

WordPress	Local By Flywheel	Elementor	Google Sites
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### Trending Topics & KPI

Google Trends	Google Alerts	Facebook Analytics	Instagram Insights
Twitter Analytics	LinkedIn Analytics	Google Data Studio	Tawk.to

### Email Marketing

Mailchimp	HubSpot	Marketo
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### Utility Tools

Microsoft PowerPoint	Microsoft Excel	Microsoft Word	Grammarly
Google Translate	Google Docs	Google Sheets	Google Slides

### Other Tools

Google Adsense	Google Optimize	Google Forms	Gravity Forms
ChatGpt	QuillBot AI	DALL.E-2	CopyGenius

### Freelancing / Online Earning Platforms

Upwork	Fiverr	Freelancer	Guru	Behance
Dribbble	Patreon	Spreadshirt	Voice 123	99 Designs



# Training Modules

## Objectives :

- To provide practical oriented training and prepare the candidate according to the industry requirements.
- To develop various digital marketing strategies by addressing the marketing challenges.
- To articulate the value of integrated marketing campaigns across SEO, paid search, social, mobile, email, display media, and marketing analytics.
- To recognize Key Performance Indicators (KPI) tied to any digital marketing program.
- To Improve the Return on Investment (ROI) for any digital marketing program.
- To launch a career path in digital marketing or to evolve an existing career path.

**Program Name : Digital Marketing Associate**  
**Duration : 3 Months**

## Module 1 : Introduction to Digital Marketing

Key Concepts of Digital Marketing, Traditional Vs. Digital Marketing, The Opportunity of Digital Marketing, Characteristics of Digital Marketing, Implications of Digital Marketing, Visitor Engagement, Visibility, Inbound Marketing, Importance of Tools, Performance Marketing, Sales Funnel, Conversion Rate Optimization (CRO), Return on Investment (ROI), Key Performance Indicator (KPI), Psychographs.

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

Introduction, Introduction to SERP, Search Engines, Search Engines Working, Major Functions of a Search Engine, Crawling & Indexing, Google Search Tips.

### On-Page SEO

Introduction, Domain Name, Page Naming {URL Structuring} & Folder Naming, Image Naming, Image Title & Alt Tags Creation, Meta Tags, Meta Description. Keywords, Author Redirection, Tags, Headings Tags {H1 To H6} Content Writing, SEO Friendly Content.

Writing, Anchor Text, Link Title, Internal Linking, Robots.Txt File Use & Creation, Html Sitemap Creation, Xml Site Map Creation, Site Tracking Tools (Google Analytics Tool).

### Off-Page SEO

Introduction, Backlinks, Importance of Backlinks, Backlink Earning, Do- Follow Vs No-Follow Backlinks, Google Page Rank, Search Engine Submissions, Directory Submissions,



Article Writing, Press Release Writing & Submissions, Blog Posting & Comment Writing, Business Listing, Social Bookmarking, Social Networking, RSS Feeds, Do's & Don'ts of Link Building, Easy Link Acquisition Techniques, Domain Authority & Page Authority.

### **Module 3 : Keyword Research**

Introduction, Niche, Different Types of Keywords, Google Keyword Planner Tool, Keywords Research, Understanding Keywords Mix, Importance of Keyword Research, Long Tail Keywords, Keyword Stuffing, Keywords in Content, Tools for Keyword Research, Google Suggest, Hashtags.

### **Module 4 : WordPress Website Designing**

Introduction, WordPress Tools, Menus, Post, Page, Media, Appearance, Themes, Widgets, Header, Footer, Plugins, Single Page Website, Pop-Up Maker, Extensions, Elementor page builder.

### **Module 5 : Google Ads**

Introduction to Google Ads, Google Ads Auction, Relevancy & Quality Score, Types Of Ad Campaigns, Selection Of Goal, Keyword Match Type, Structure Of Google Ads, Negative Keyword Match Type, Dashboard Overview, Search Ads Creation, Location Targeting Option, Language Targeting Option, Audience Targeting Option, Budget & Bidding Option, Ad Extensions Uses & Advantage, Conversion Creation, Ad Scheduling & Ad Rotation, Campaign URL Option, Ad Groups, Keyword Research In Google Ads, Bidding Strategies, Well Formatted Search Ads, Introduction Of Display Ads, Display Ad Creation, Content Targeting, Bid Strategy Statuses, Introduction to Video Campaigns & Types, Custom Video Campaign Creation, YouTube Video Ad Sequence Creation, Content Exclusions In Video Ads, How to Calculate Monthly & Daily Budget, Concept Of Shared Budget, App Promotion Campaign, Performance Max Campaign, HTML5 Assets In Google Ads, Automated Rule Setup, Google Ads Script, Drafts & Experiments, Setting Up Ad Variations, Ad Preview & Diagnosis Tool, Copy & Paste Campaigns, Keyword Insertion In Search Ads, Countdown in Text Ads, If Function In Text Ads, Change History, Smart Ad Campaigns, Measure of Performance, Remarketing & Custom Audience Creation, Creation Of Custom Columns, Discovery Campaigns, Fixing of Disapproved Ads, Reach Planner Tool, Campaign Budget Simulator, Performance Planner, SKTA (Single Keyword Targeted Ads), Duplicate Keywords, Landing Pages, Acquisition & Conversion, GCLID (Google Click Identifier), First Page Bid Estimate Option in Google Ads, Google Ads Editor, Google Merchant Center.

### **Module 6 : Content Marketing**

Introduction, Importance, Strategies to Develop Content, Content Marketing Strategy, Mapping of Content, 3-D Model for Content Development, Planning & Promotion, Content Writing, Aida Model, Types of Content: Lists, Interviews, Case Studies, Collection of Links, Infographics, News, Stories Etc., Niche Oriented Content, Paid Content, Engaging Content Writing, Outsourcing Content, Tools.

## Module 7 : Blog Writing

How to Write a Blog, Anatomy, Effect on SEO, Personal & Professional Blog, Setup A Blog, Using & Customization of Blog, Blog Promotion, Money Blogging, Copy Write & Ethics.

## Module 8 : Social Media Marketing

Key Concepts, Social Media Goals, Setting Goals & Priorities.

**Facebook** Features, Facebook Newsfeed, Facebook pixel, Facebook Insights, Facebook Business Page, Facebook Advertising, Facebook Business Manager, Business Account, Facebook Insight, Facebook Analytics.

**Instagram** Features, Video and Images Specifications, Reels, IGTV, Hashtag Research, Profile Optimization.

**Twitter** Features, Twitter Engagement, Twitter Advertising, Twitter Analytics.

**LinkedIn** Account Setup & Profile, LinkedIn Features, LinkedIn Groups, LinkedIn Advertising, LinkedIn Analytics.

**YouTube** Channel Setup, YouTube Insight, YouTube Channels, YouTube Features

**Blogging**, Content Planning, Scheduling Tools, Pinterest, Instagram, Snapchat, Laws & Guidelines.

## Module 9 : Email Marketing

Key Email Marketing Concepts, Campaign Process, Online Data Capture, Offline Data Capture, Segmentation, Email Design, User Behaviour, User Characteristics, Email Copy, Email Structure, Email Delivery, Email Systems, Filtering, Scheduling, Measurement, Key Terms & Metrics, Split Testing, Laws & Guidelines.

## Module 10 : Affiliate Marketing

Advertising Model, Amazon Associates, Flipkart Affiliate Program, Other Affiliate Program: Vcommission, Click Bank, Etc., Analytics, Coupon System, Case Study by Using Tool, Referral System.

## Module 11 : Projects

During the training, here are some projects to enhance the work experience & knowledge.



Google Ads for Real State Business



Facebook Ads for Restaurant & Food Outlets



Brand Reputation Building for Local Businesses

**Program Name : Professional Digital Marketer**  
**Duration : 6 Months**

**Module 1 : Introduction to Digital Marketing**

Key Concepts of Digital Marketing, Traditional Vs. Digital Marketing, The Opportunity of Digital Marketing, Characteristics of Digital Marketing, Implications of Digital Marketing, Visitor Engagement, Visibility, Inbound Marketing, Importance of Tools, Performance Marketing, Sales Funnel, Conversion Rate Optimization (CRO), Return on Investment (ROI), Key Performance Indicator (KPI), Psychographs.

**Module 2 : Digital Marketing vs Traditional Marketing**

Difference between digital marketing and traditional marketing, and why does it matter, Benefits of Traditional Marketing, The Downside to Traditional Marketing, Benefits of Digital Marketing, Why Digital Marketing Wins Over Traditional Marketing, Tools of Digital Marketing, How We Use Both Digital & Traditional Marketing

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

Introduction, Introduction to SERP, Search Engines, Search Engines Working, Major Functions of a Search Engine, Crawling & Indexing, Google Search Tips.

**On-Page SEO**

Introduction, Domain Name, Page Naming {URL Structuring} & Folder Naming, Image Naming, Image Title & Alt Tags Creation, Meta Tags, Meta Description. Keywords, Author Redirection, Tags, Headings Tags {H1 To H6} Content Writing, SEO Friendly Content.

Writing, Anchor Text, Link Title, Internal Linking, Robots.Txt File Use & Creation, Html Sitemap Creation, Xml Site Map Creation, Site Tracking Tools (Google Analytics Tool).

**Off-Page SEO**

Introduction, Backlinks, Importance of Backlinks, Backlink Earning, Do- Follow Vs No-Follow Backlinks, Google Page Rank, Search Engine Submissions, Directory Submissions, Article Writing, Press Release Writing & Submissions, Blog Posting & Comment Writing, Business Listing, Social Bookmarking, Social Networking, RSS Feeds, Do's & Don'ts of Link Building, Easy Link Acquisition Techniques, Domain Authority & Page Authority.

**Search Engine Algorithms**

Introduction, Working of Algorithm, Search Engine Algorithm Updates, Search Engine Penalties & Recoveries, Search Engine Penalty.

Google Hummingbird Algorithm, Google Panda Algorithm, Google Penguin Algorithm, Google EMD Update, Website Recovery, Google Search Central.

## **Module 4 : Keyword Research**

Introduction, Niche, Different Types of Keywords, Google Keyword Planner Tool, Keywords Research, Understanding Keywords Mix, Importance of Keyword Research, Long Tail Keywords, Keyword Stuffing, Keywords in Content, Tools for Keyword Research, Google Suggest, Hashtags.

## **Module 5 : Domain Website Registration & WordPress**

Domain Name & Existence, Webhosting, Types of Hosting, Paid & Free Hosting, Advantage of Paid Hosting, Functionality of Website, DNS.

Introduction, WordPress Tools, Menus, Post, Page, Media, Appearance, Themes, Widgets, Header, Footer, Plugins, Single Page Website, Pop-Up Maker, Extensions, Elementor page builder.

## **Module 6 : Content Marketing**

Introduction, Importance, Strategies to Develop Content, Content Marketing Strategy, Mapping of Content, 3-D Model for Content Development, Planning & Promotion, Content Writing, Aida Model, Types of Content: Lists, Interviews, Case Studies, Collection of Links, Infographics, News, Stories Etc., Niche Oriented Content, Paid Content, Engaging Content Writing, Outsourcing Content, Tools.

## **Module 7 : Blog Writing**

How to Write a Blog, Anatomy, Effect on SEO, Personal & Professional Blog, Setup A Blog, Using & Customization of Blog, Blog Promotion, Money Blogging, Copy Write & Ethics.

## **Module 8 : Search Engine Marketing (PPC) (Pay Per Click)**

Key PPC Concepts, Strengths of Pay Per Click, PPC, CPA, CPC, CTR, Impressions, Landing Page Conversion, Frequency, Introduction to Google Ads & Bing Ads, Need of SEM, Advantages of PPC.

## **Module 9 : Content Designing**

Website Content Design, Facebook Content Design, LinkedIn Content Design, Display Ads Content Design, MS Power Point, Image and Video Specifications.

## **Module 10 : Google Ads**

Introduction to Google Ads, Google Ads Auction, Relevancy & Quality Score, Types Of Ad Campaigns, Selection Of Goal, Keyword Match Type, Structure Of Google Ads, Negative Keyword Match Type, Dashboard Overview, Search Ads Creation, Location Targeting Option, Language Targeting Option, Audience Targeting Option , Budget & Bidding

Option, Ad Extensions Uses & Advantage, Conversion Creation, Ad Scheduling & Ad Rotation, Campaign URL Option, Ad Groups, Keyword Research In Google Ads, Bidding Strategies, Well Formatted Search Ads, Introduction Of Display Ads, Display Ad Creation, Content Targeting, Bid Strategy Statuses, Introduction to Video Campaigns & Types, Custom Video Campaign Creation, YouTube Video Ad Sequence Creation, Content Exclusions In Video Ads, How to Calculate Monthly & Daily Budget, Concept Of Shared Budget, App Promotion Campaign, Performance Max Campaign, HTML5 Assets In Google Ads, Automated Rule Setup, Google Ads Script, Drafts & Experiments, Setting Up Ad Variations, Ad Preview & Diagnosis Tool, Copy & Paste Campaigns, Keyword Insertion In Search Ads, Countdown in Text Ads, If Function In Text Ads, Change History, Smart Ad Campaigns, Measure of Performance, Remarketing & Custom Audience Creation, Creation Of Custom Columns, Discovery Campaigns, Fixing of Disapproved Ads, Reach Planner Tool, Campaign Budget Simulator, Performance Planner, SKTA (Single Keyword Targeted Ads), Duplicate Keywords, Landing Pages, Acquisition & Conversion, GCLID (Google Click Identifier), First Page Bid Estimate Option in Google Ads, Google Ads Editor, Google Merchant Center.

## **Module 11 : Digital Display Advertising**

Key Digital Display Concepts, Benefits of Digital Display, Challenges of Digital Display, Business Value, Running Effective Ads, Ad Formats, Ad Features, Ad Display Frequency, Campaign Planning, Campaign Steps, Target Audience, Campaign Objectives, Campaign Budget, Tracking Your Campaign, Optimizing the Campaign, Laws & Guidelines.

## **Module 12 : E-Mail Marketing**

Key Email Marketing Concepts, Campaign Process, Online Data Capture, Offline Data Capture, Segmentation, Email Design, User Behaviour, User Characteristics, Email Copy, Email Structure, Email Delivery, Email Systems, Filtering, Scheduling, Measurement, Key Terms & Metrics, Split Testing, Laws & Guidelines.

## **Module 13 : Social Media Marketing**

Key Concepts, Social Media Goals, Setting Goals & Priorities.

**Facebook** Features, Facebook Newsfeed, Facebook pixel, Facebook Insights, Facebook Business Page, Facebook Advertising, Facebook Business Manager, Business Account, Facebook Insight, Facebook Analytics.

**Instagram** Features, Video and Images Specifications, Reels, IGTV, Hashtag Research, Profile Optimization.

**Twitter** Features, Twitter Engagement, Twitter Advertising, Twitter Analytics.

**LinkedIn** Account Setup & Profile, Features, Groups, LinkedIn Advertising, & Analytics.

**YouTube** Channel Setup, YouTube Insight, YouTube Channels, YouTube Features

**Blogging**, Content Planning, Scheduling Tools, Pinterest, Instagram, Snapchat, Laws Guidelines.

## Module 14 : Affiliate Marketing

Advertising Model, Amazon Associates, Flipkart Affiliate Program, Other Affiliate Program: Vcommission, Click Bank, Etc., Analytics, Coupon System, Case Study by Using Tool, Referral System.

## Module 15 : Mobile Marketing

Key Mobile Marketing Concepts, Trends in Mobile, Opportunities & Risks, Mobile Devices, SMS Content, SMS Strategy, Mobile Advertising, Mobile Optimised Websites, Mobile Apps, Attributes of Effective Apps, Step Process for Mobile Apps, Proximity Marketing, QR Codes, Mobile Coupons & Ticketing, Implementation, Strategic Steps, Marketing Goals, Review & Testing, Key Trends, Social Media Channels.

## Module 16 : Google Analytics - 4

Introduction, Installation, Demo Account, Google Analytics Universal and Google Analytics- 4, Account Overview, Real Time Report, Acquisition Report, Engagement Report, Retention Report, Plugins for WordPress, Users Report, Events Creation, Dimension & Metrics, Explore Report, Internal Traffic, Landing Page Report, Segments, Funnel Exploration, Open and Closed Funnel, Debug View, Cohort Analysis, Report Identity, Cohort Analysis, Filters.

## Module 17 : Google Tag Manager

Introduction, Tags & Triggers, Setup & Installation, Workspace, Working with Tags, Events & Tracking, Video Tracking Event, Text Tracking, Button Click Tracking, Outbound Clicks Tracking, Advanced Settings, LinkedIn Insight Tag Installation, Container & Versions, Scroll & Depth Tag, Element Visibility Trigger, Facebook Pixel Tracking.

## Module 18 : Digital Marketing Tools

AI tools for content design and text generation, copygenius, Wordtune, Quillbot, Canva, Chat GPT, Google sheet integration.

## Module 19 : Projects

During the training, here are some projects to enhance the work experience & knowledge.



Google Ads for  
Educational Institutes



E-Commerce Website  
Branding & Sales Influence



Google Ads & Facebook  
Ads for Lead Generation

**Program Name : Digital Marketing & Business Development**  
**Duration : 1 Year (or 12 Months)**

**Module 1 : Introduction to Digital Marketing**

Key Concepts of Digital Marketing, Traditional Vs. Digital Marketing, The Opportunity of Digital Marketing, Characteristics of Digital Marketing, Implications of Digital Marketing, Visitor Engagement, Visibility, Inbound Marketing, Importance of Tools, Performance Marketing, Sales Funnel, Conversion Rate Optimization (CRO), Return on Investment (ROI), Key Performance Indicator (KPI), Psychographs.

**Module 2 : Digital Marketing vs Traditional Marketing**

What's the difference between digital marketing and traditional marketing, and why does it matter, Benefits of Traditional Marketing, The Downside to Traditional Marketing, Benefits of Digital Marketing, Why Digital Marketing Wins Over Traditional Marketing, Tools of Digital Marketing, How We Use Both Digital & Traditional Marketing, Case Study of Digital Marketing Strategies Vs Digital Marketing.

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

Introduction, Introduction to SERP, Search Engines, Search Engines Working, Major Functions of a Search Engine, Crawling & Indexing, Google Search Tips.

**On-Page SEO**

Introduction, Domain Name, Page Naming {URL Structuring} & Folder Naming, Image Naming, Image Title & Alt Tags Creation, Meta Tags, Meta Description. Keywords, Author Redirection, Tags, Headings Tags {H1 To H6} Content Writing, SEO Friendly Content.

Writing, Anchor Text, Link Title, Internal Linking, Robots.Txt File Use & Creation, Html Sitemap Creation, Xml Site Map Creation, Site Tracking Tools (Google Analytics Tool).

**Off-Page SEO**

Introduction, Backlinks, Importance of Backlinks, Backlink Earning, Do- Follow Vs No-Follow Backlinks, Google Page Rank, Search Engine Submissions, Directory Submissions, Article Writing, Press Release Writing & Submissions, Blog Posting & Comment Writing, Business Listing, Social Bookmarking, Social Networking, RSS Feeds, Do's & Don'ts of Link Building, Easy Link Acquisition Techniques, Domain Authority & Page Authority.

**Search Engine Algorithms**

Introduction, Working of Algorithm, Search Engine Algorithm Updates, Search Engine Penalties & Recoveries, Search Engine Penalty, Google Hummingbird Algorithm, Google Panda Algorithm, Google Penguin Algorithm, Google EMD Update, Website Recovery, Google Search Central.



## **Module 4 : Keyword Research**

Introduction, Niche, Different Types of Keywords, Google Keyword Planner Tool, Keywords Research, Understanding Keywords Mix, Importance of Keyword Research, Long Tail Keywords, Keyword Stuffing, Keywords in Content, Tools for Keyword Research, Google Suggest, Ubersuggest, Ahref and Semrush, Hashtags.

## **Module 5 : Local SEO & SEO Audit**

What is Local SEO, Google places optimization, Classified submissions, Citation, NAP, 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.

## **Module 6 : WordPress Website Designing and Development**

Domain Name & Existence, Webhosting, Types of Hosting, Paid & Free Hosting, Advantage of Paid Hosting, Functionality of Website, DNS.

Introduction, WordPress Tools, Menus, Post, Page, Media, Appearance, Themes, Widgets, Header, Footer, Plugins, Single Page Website, Pop-Up Maker, Extensions, Elementor page builder.

## **Module 7 : Search Engine Marketing (PPC) (Pay Per Click)**

Key PPC Concepts, Strengths of Pay Per Click, PPC, CPA, CPC, CTR, Impressions, Landing Page Conversion, Frequency, Introduction to Google Ads & Bing Ads, Need of SEM, Advantages of PPC.

## **Module 8 : Google Analytics – 4**

Introduction, Installation, Demo Account, Google Analytics Universal and Google Analytics- 4, Account Overview, Real Time Report, Acquisition Report, Engagement Report, Retention Report, Plugins for WordPress, Users Report, Events Creation, Dimension & Metrics, Explore Report, Internal Traffic, Landing Page Report, Segments, Funnel Exploration, Open and Closed Funnel, Debug View, Cohort Analysis, Report Identity, Cohort Analysis, Filters.

## **Module 9 : Google Tag Manager**

Introduction, Tags & Triggers, Setup & Installation, Workspace, Working with Tags, Events & Tracking, Video Tracking Event, Text Tracking, Button Click Tracking, Outbound Clicks Tracking, Advanced Settings, LinkedIn Insight Tag Installation, Container & Versions, Scroll & Depth Tag, Element Visibility Trigger, Facebook Pixel Tracking.

## **Module 10 : Google Ads**

Introduction to Google Ads, Google Ads Auction, Relevancy & Quality Score, Types Of Ad

Campaigns, Selection Of Goal, Keyword Match Type, Structure Of Google Ads, Negative Keyword Match Type, Dashboard Overview, Search Ads Creation, Location Targeting Option, Language Targeting Option, Audience Targeting Option, Budget & Bidding Option, Ad Extensions Uses & Advantage, Conversion Creation, Ad Scheduling & Ad Rotation, Campaign URL Option, Ad Groups, Keyword Research In Google Ads, Bidding Strategies, Well Formatted Search Ads.

Introduction Of Display Ads, Display Ad Creation, Content Targeting, Bid Strategy Statuses, Introduction to Video Campaigns & Types, Custom Video Campaign Creation, YouTube Video Ad Sequence Creation, Content Exclusions In Video Ads, How to Calculate Monthly & Daily Budget, Concept Of Shared Budget, App Promotion Campaign, Performance Max Campaign, HTML5 Assets In Google Ads, Automated Rule Setup, Google Ads Script, Drafts & Experiments, Setting Up Ad Variations, Ad Preview & Diagnosis Tool, Copy & Paste Campaigns, Keyword Insertion In Search Ads, Countdown in Text Ads, If Function In Text Ads, Change History, Smart Ad Campaigns, Measure of Performance, Remarketing & Custom Audience Creation, Creation Of Custom Columns, Discovery Campaigns, Fixing of Disapproved Ads, Reach Planner Tool, Campaign Budget Simulator, Performance Planner, SKTA (Single Keyword Targeted Ads), Duplicate Keywords, Landing Pages, Acquisition & Conversion, GCLID (Google Click Identifier), First Page Bid Estimate Option in Google Ads, Google Ads Editor, Google Merchant Center.

## **Module 11 : Digital Display Advertising**

Key Digital Display Concepts, Benefits of Digital Display, Challenges of Digital Display, Business Value, Running Effective Ads, Ad Formats, Ad Features, Ad Display Frequency, Campaign Planning, Campaign Steps, Target Audience, Campaign Objectives, Campaign Budget, Tracking Your Campaign, Optimizing the Campaign, Laws & Guidelines.

## **Module 12 : Content Designing**

Website Content Design, Facebook Content Design, LinkedIn Content Design, Display Ads Content Design, MS Power Point, Image and Video Specifications.

## **Module 13 : Video Editing Through Camtasia**

Introduction and purpose of Camtasia, Basic Tools, Timeline, Track, Media, Splitting, Video Specifications and size, Library stuff, Callouts, Zoom and Pan, Audio Editing, Transitions, behavior, Cursor effect, Visual Properties, Scrolling Slide and Text, Intros and Outros, Screen recording and self-recording, Voice narration and captions, Export and video file type, Green screen recording and background removal, AI in Videos, Video Specification for YouTube and Social Media platforms.

## **Module 14 : Social Media Marketing**

Key Concepts, Social Media Goals, Setting Goals & Priorities.

**Facebook** Features, Facebook Newsfeed, Facebook pixel, Facebook Insights, Facebook Business Page, Facebook Advertising, Facebook Business Manager, Business Account,

Facebook Insight, Facebook Analytics.

**Instagram** Features, Video and Images Specifications, Reels, IGTV, Hashtag Research, Profile Optimization.

**Twitter** Features, Twitter Engagement, Twitter Advertising, Twitter Analytics.

**LinkedIn** Account Setup & Profile, LinkedIn Features, LinkedIn Groups, LinkedIn Advertising, LinkedIn Analytics.

**YouTube** Channel Setup, YouTube Insight, YouTube Channels, YouTube Features

**Blogging**, Content Planning, Scheduling Tools, Pinterest, Instagram, Snapchat, Laws & Guidelines.

## **Module 15 : Digital Display Advertising**

Key Digital Display Concepts, Benefits of Digital Display, Challenges of Digital Display, Business Value, Running Effective Ads, Ad Formats, Ad Features, Ad Display Frequency, Campaign Planning, Campaign Steps, Target Audience, Campaign Objectives, Campaign Budget, Tracking Your Campaign, Optimizing the Campaign, Laws & Guidelines.

## **Module 16 : E-Mail Marketing**

Key Email Marketing Concepts, Campaign Process, Online Data Capture, Offline Data Capture, Segmentation, Email Design, User Behavior, User Characteristics, Email Copy, Email Structure, Email Delivery, Email Systems, Filtering, Scheduling, Measurement, Key Terms & Metrics, Split Testing, Laws & Guidelines.

## **Module 17 : Business Lead Generation**

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.

## **Module 18 : Content Marketing**

Introduction, Importance, Strategies to Develop Content, Content Marketing Strategy, Mapping of Content, 3-D Model for Content Development, Planning & Promotion, Content Writing, Aida Model, Types of Content: Lists, Interviews, Case Studies, Collection of Links, Infographics, News, Stories Etc., Niche Oriented Content, Paid Content, Engaging Content Writing, Outsourcing Content, Tools.

## **Module 19 : Blog Writing**

How to Write a Blog, Anatomy, Effect on SEO, Personal & Professional Blog, Setup A Blog,

Using & Customization of Blog, Blog Promotion, Money Blogging, Copy Write & Ethics.

## **Module 20 : Blog Monetization**

Free WordPress themes for blogging, Google Ad sense, DSP and ASP, Ways to monetize blogs, Google Search Console and Blogging Website, Guest Posting, Niche, Tips and Tricks.

## **Module 21 : Affiliate Marketing**

Advertising Model, Amazon Associates, Flipkart Affiliate Program, Other Affiliate Program: Vcommision, Click Bank, Etc., Analytics, Coupon System, Case Study by Using Tool, Referral System.

## **Module 22 : Mobile Marketing**

Key Mobile Marketing Concepts, Trends in Mobile, Opportunities & Risks, Mobile Devices, SMS Content, SMS Strategy, Mobile Advertising, Mobile Optimised Websites, Mobile Apps, Attributes of Effective Apps, Step Process for Mobile Apps, Proximity Marketing, QR Codes.

Mobile Coupons & Ticketing, Implementation, Strategic Steps, Marketing Goals, Review & Testing, Key Trends, Social Media Channels.

## **Module 23 : Quora Ads**

Introductions and benefits, Ad account creation, Overview of Dashboard, Pixel creation, Post Guide, Profile Optimization, Quora Spaces and Business growth, Monetizing your account, Policies and Guidelines, Write and Publish, Quora questions and Google traffic, Research tools, Quality answers, Question Promotion, do's and don'ts, mistakes to avoid, Backlinks creation, Audience Creation, Campaign creation, Bidding Strategies, Ad sets, Attribution models.

## **Module 24 : WhatsApp Marketing**

Introduction and basics, Business account creation and profile optimization, Hindi version and benefits, Catalogue creation

Dashboard overview, Automated responses, Labels and quick reply, Broadcast list vs Group, Facebook business page and WhatsApp account, WhatsApp business, API, Short link and QR code, Ethics and Guidelines.

## **Module 24 : Bing Ads**

Introduction, Ad account creation, Billing methods, Dashboard overview, Keyword research, Audience network, Types of Bing ads, UET tag and Conversion Goals, Bid strategies, Library, Shared budget, Search ads, Negative tools, Webmaster tools, Business Setup, Ethics and Guidelines.

## Module 25 : Online Reputation Management

Introduction, Brand monitoring, Sentiment analysis, Negative comment management, Reputation building, Strong brand presence, LinkedIn effect.

## Module 26 : Potential AI Tools in Digital Marketing

AI tools for content design and text generation, copygenius, Wordtune, Quillbot, Canva, Chat GPT, Google sheet integration.

## Module 27 : Freelancing

Introduction, profile & promotion, freelancer mentality, rules & guidelines, client relationship, self-promotional activities, pros & cons, increasing credibility, home based business, customer based business.

Market Analysis, managing competitors, marketing, video proposals, selling & betting, elevator pitch, social media strategy, blogging, email newsletters, financial advices,

## Module 28 : Projects

During the training, here are some projects to enhance the work experience & knowledge.



Google Ads for Real State Business



Google Ads for Educational Institutes



Content Promotion & B2B Lead Generation



Facebook Ads for Restaurant & Food Outlets



Brand Reputation Building for Local Businesses



E-Commerce Website Branding & Sales Influence



Content Planning for Organic Promotion of Website



Google Ads & Facebook Ads for Lead Generation

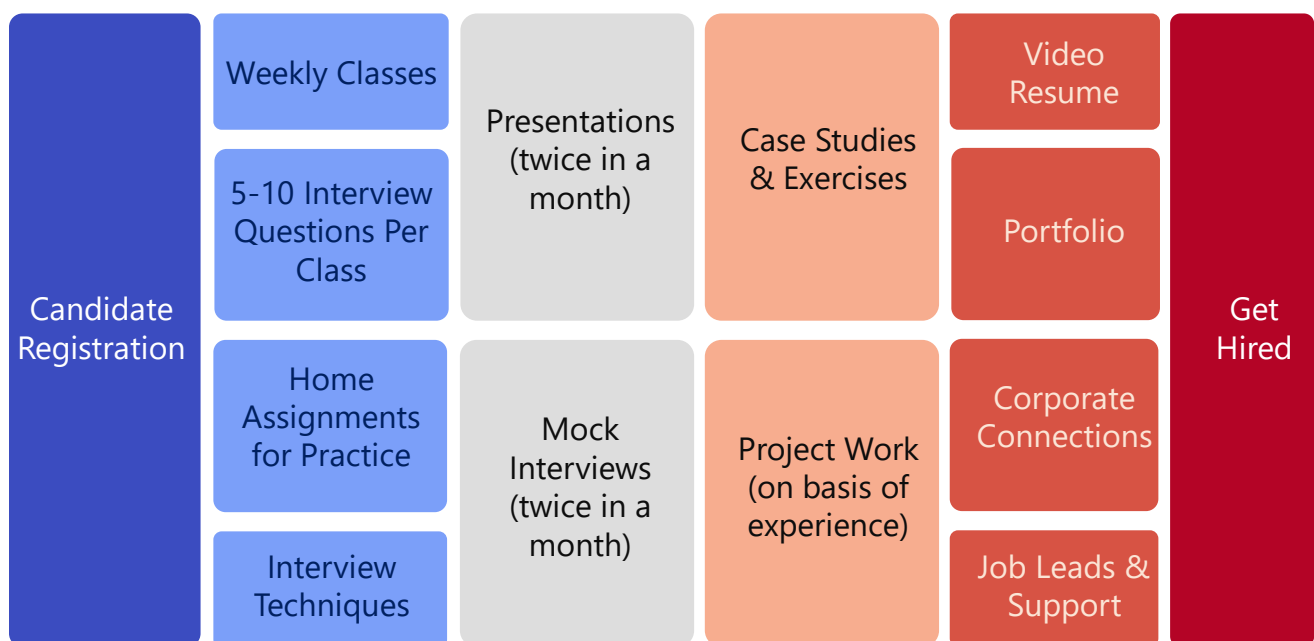


Achieving KPI's through Social Media Marketing

## We follow a dynamic & vibrant Job Assistance Execution Path

In present scenario providing job surety is easy, only we need to focus on outcome based learning and practical work enhancement. We know that every candidate is enough capable to understand the concepts and implement those concepts for improving his/her practical knowledge and experience.

Hence we are following a dynamic & vibrant Job Assistance Execution Path while conducting our job guarantee training programs and job assistance training programs. We are proud to say that we prepare candidates who can perform better throughout their professional journey and will always remains unbeatable.



## We also offers Variety of Job Oriented Training Programs





## Frequently Asked Questions

### **1. How this training program will help me to get a placement with handsome salary?**

Our training program is designed as per the requirements of marketing industry and latest trends. During training you will get a deep practical exposure of digital marketing along with the experience of working on live projects. You will be able to work on any area of digital marketing and can also lead or supervise other people to work on projects. With your experience and abilities, you can get offer from any renowned organization.

### **2. Why should I choose Digital Marketing as a career option?**

Every business needs a digital marketer to promote their product or service digitally. Every organization need to promote their products or service or content by attractive posts, images, videos, campaigns & websites

People are living digital life they interact with each other via social media or internet so digital marketing is in demand.

With digital marketing, you can work with any company to market their product or service or to manage their content over website or mobile app.

### **3. What kind of jobs, will I get after completing this training?**

A professional digital marketer can have a variety of job role and offers. You can get a position of Digital Marketer or Business Development Executive. You can also have different career options like SEO Consultant, Campaign Designer, Ads Manager, Website Designer, Social Media Manager, etc.

After having some working experience, you can start working as freelancer, content designer, website designer, influencer, digital marketing consultant, etc. You can also open your marketing agency, media & advertising business, etc.

### **4. What would be the salary, I will receive after completing the training?**

Professional digital marketers are one of the demanding professionals across the world and their demands are increasing every year. After successfully completing the training you would be one of them and can get a salary range of 3 LPA to 5 LPA or more.

### **5. Will you provide me, Job Assurance or Job Guarantee?**

Yes, We can give you Job Guarantee or Job Assurance to have a decent job offer. Only you need to attend all the classes or practical session with at-least 80% attendance, complete the assignments, appear in test series, professional development sessions & mock-interviews, work on dummy projects, etc. You must be holding a valid degree in any area / specialization with at-least 60% marks in each semester.

### **6. Can I attend demo classes after getting enrolled for the training program?**

Yes, You can attend the demo classes. Usually, we provide demo classes (up to 3 classes) for fresher and new candidates so they can understand the overall curriculum, clear their doubts, and make sure that the training would be worthy and useful. After demo classes, you can register yourself for the training program.



## **7. Why should I join Learn2Earn Labs instead of joining any other institute?**

It's always difficult to find a good institute or a mentor. At Learn2Earn Labs, it's our responsibility to give you a perfect environment to learn, develop your skills & find your talent. At Learn2Earn Labs, we know that you are enough capable to do anything, only you need a guidance & support to improve your skills and practical knowledge.

Learn2Earn Labs will provide you an additional training in professional development depending upon your requirements, which will help you in getting your dream job.

## **8. How I can pay for my training? Do you offer part payment facility & any EMI plan?**

Other than Pay-In-Cash option, any mode of payment is allowed whether it would be UPI, NEFT, Account Transfer, Cheque or Demand Draft.

Yes, we offer part payment facility (with extra 15% processing fee) to reduce your one-time financial burden.

## **9. Will I get the refund, In case I don't get any job in the same domain?**

Yes, you can get the refund. If you will not get any job in the same domain within 6 months after completing the training, submitting the assignments, & other conditions of job assurance then you can get the amount. We only hold 50% of the total fee in that case, rest amount would get transferred to your registered account number or via UPI.

## **10. Will you provide me working experience, If I will get enrolled with this training?**

Yes, we will provide you working experience of six months so you can apply on those jobs where some experiences are required. We only provide experience letter to those who join our training programs for at-least six months duration and worked on our client's project.

## **11. What would be the admission criteria? How I can join this training program?**

After attending the demo classes, you can ask the concern person/faculty to process your enrolment. Then you need to submit the initial amount along with the registration fee. After that you are required to fill our registration form, submit your academic marksheets & degree (scanned copies) and a declaration from to declare that all your information is correct.

## **12. Will I get incentives, if I will work on your client's project?**

Definitely, nothing is free in this world and we also know it very well. We will provide you incentives and reimbursement depending upon your performance & client reports.

## **13. Will you provide me notes, case studies & other training material?**

Yes, we will provide you digital notes for your better learning & revision, job sheets, assignment samples, project report templates, presentation templates and many more.

## **14. Will you provide me the course completion certificate?**

Yes, we will provide you an industry recognized certificate after successfully completing the "Professional Digital Marketer" training program of six months duration and "Digital Marketing & Business Development" training program of 1 year duration.



## **Learn2Earn Labs**

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