




Shiva Academy

Learn Digital Marketing in Chennai

If you want to improve your digital marketing skills, **Shiva Academy** in Chennai is the right place for you. Our course is created by experienced experts who have spent many hours designing it carefully. Many working professionals in Chennai have benefited from this training.

We teach digital marketing in a simple and clear way through:

-  Real-time projects
-  Presentations
-  Expert advice

At **Shiva Academy**, we also work with international companies. This gives some of our students a chance to get job opportunities abroad.

We have trained many people and helped them become certified digital marketers. Our course is always updated to match the latest international standards and current trends. That's why many people choose us and leave positive reviews.

Once you join our course, you will get **lifetime support** from our team.

Reviews

Ragul

I have attended the course from Shiva Academy and this course is helpful to boost your career

Shanmugam

I'm an office employee where I learn from the Shiva Academy the teaching was superb and I got promotion in my office with this knowledge know marketing

Digital marketing course syllabus

Search engine optimization

1 Mobile marketing

- 2 Social media marketing
- 3 Introduction to digital marketing
- 4 Types of digital marketing
- 5 Affiliate marketing
- 6 Content marketing
- 7 Digital marketing vs traditional marketing
- 8 Email marketing
- 9 Generating content ideas
- 10 Paid ads optimization strategies
- 11 Pay-per-click (ppc) advertising
- 12 Web analytics
- 13 Adwords bidding and budgeting
- 14 Backlinking techniques
- 15 Case studies on digital marketing strategies
- 16 Competitor website keyword analysis
- 17 Content strategy
- 18 Crawling
- 19 Data analysis
- 20 Digital marketing project management
- 21 E-commerce marketing
- 22 Engagement
- 23 Goal setup