

Branch Office	: B-6, Block E, E-59, Noida Sector 3, Noida, UP, India-201301
Phone	: +91-7404664714,
Email	: info@softication.com , sales@softication.com
Web	: www.softication.com , www.softication.in
Registration ID	: CIN: U62012DL2024PTC430790, UDYAM-DL-02-0000779



Website Improvement and Marketing

What could be improved / what I recommend focusing on:

header:

logo (icons) | Navbar (Home | Courses | About US | Our Mentor | Blogs | Contact | Search icons
Get start

Landing pages per course / program: Instead of a generic “Courses” page, each course should have its own landing page, with detailed description, syllabus, benefits, target audience, testimonials, outcomes. This helps in both SEO and conversion. Marketing-industry guidance for educational platforms recommends dedicated landing pages.

Clear CTA + lead-capture flow: For example, “Book a free demo / counseling”, “Download syllabus PDF”, “Apply now”, or “Register interest”. Many visitors may not be ready to buy — but you want to capture their contact so you can nurture. This aligns with best practice of combining PPC/social-media ads with optimized landing + lead capture to increase enrolment.

Website performance, mobile-friendliness, UX: Since many users (especially in India, rural/urban mix) will visit via mobile, ensure site is responsive, fast-loading, easy to navigate. Good UX reduces bounce rate.

Social proof / testimonials / student success stories: I did not see (from a quick glance) much about past student reviews or success stories on homepage. Adding genuine testimonials, before/after stories, placement stats helps credibility. Educational marketing guides emphasise this for trust-building.

Local SEO + visibility (if you also target local students): Use location-based SEO, maybe a “near me” or “courses for your city/state” page — helps catch interested students searching locally.



LinkedIn / Social Media Content Plan (for DigiGuru Paathsala)

Because DigiGuru targets individuals seeking digital-education/skills, a well-planned content calendar helps build trust, authority, and engagement. Here's a **monthly cycle idea**:

Week / Frequency	Content Type / Topic	Purpose / Goal
Weekly (1-2 posts)	Educational tips / mini-lessons — e.g. “5 Mistakes New Digital-Marketers Make”, “Understanding Meta Ads basics”, “Why AI skills matter in 2026”	Show value, establish expertise, attract organic interest
Once every 2 weeks	Student stories / testimonials or “Before–After” case studies (e.g. someone upskilled & got a job/freelancing gig)	Build trust and social proof
Monthly	Free webinar / live Q&A (via LinkedIn Live or YouTube) — e.g. “How to start with Google Ads”, “Intro to AI & career opportunities”	Generate leads, engage audience, lead capture
Ad-hoc / As needed	Course announcements, discount/sale posts, limited-time offers, deadlines for admissions	Create urgency and drive conversions
Evergreen	Posts about career guidance, industry trends — e.g. job opportunities in digital marketing/AI, ways to boost income with online skills	Position brand as thought leader, build long-term engagement

Additional tips:

- Use **strong CTAs** (e.g. “Register now”, “Book free demo”, “Download syllabus”) on posts.
- Where possible — use **visuals or short videos** (infographics, course sneak-peeks, sample lessons, testimonials) for higher engagement. Visual + dynamic content works better on social.
- Encourage **interaction / comments / questions** — e.g. “What’s stopping you from learning digital marketing? Ask below!” — helps generate engagement and reach more organically.

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Given your background (digital marketing knowledge, understanding of SEO/SEM), you could also plan **content that showcases credibility** — from your own experience or from SoftiCation/CloudPerx projects — this helps differentiate DigiGuru from generic “course sellers”.

Google PPC + Meta Ads Strategy (for DigiGuru / similar education platform)

Using paid ads wisely can drive leads effectively. Here's a strategic outline:

- **Use PPC ads with intent-based targeting:** On Google Ads — bid for high-intent keywords that prospective learners search (e.g. “learn digital marketing online India”, “best AI course online”, “job oriented digital marketing course”). Educational PPC best practices recommend mixing Search campaigns (for high intent) + Display/Remarketing campaigns (for brand awareness and re-engagement).
- **Ad extensions / structured snippets / callouts:** Use these to highlight USP: “Courses in regional languages”, “Affordable pricing from ₹1,099”, “On-demand + Flexible Schedule”, “Beginner to Advanced level”. These make ads more informative and clickable.
- **Use Meta (Facebook / Instagram / maybe WhatsApp) Ads for awareness + lead generation:** Since many potential learners — especially younger or rural/urban Indian — spend time on these platforms. Start with small daily budget, target relevant demographics (age 18-35, interested in career switch, digital skills, online courses, etc.).
- **Retarget visitors who interacted but didn't convert** (visited site, saw course page, but didn't register) — show them follow-up ads, maybe with offer or incentive (discount, free trial, webinar invite) to nudge conversion. This remarketing strategy works well for educational institutions.
- **Track & optimize — metrics (CPC, CTR, conversion rate, cost per lead/enrolment):** test multiple creatives (images, copy), A/B test landing pages, ad formats (static, video) — don't just rely on one ad.
- **Use course-specific landing pages** (not generic homepage) — when someone clicks from ad, they land on page that describes exactly what they clicked for (course details, benefits, price, CTA) — crucial for conversion optimization.

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ON-PAGE SEO (Full Checklist + Best Practices)

URL Optimization

- Keep URLs short, readable
- Include the main keyword
- Use hyphens, not underscores
- Avoid numbers, symbols, long parameters

Example:

digigurupathshala.com/best-digital-marketing-course

NOT: digigurupathshala.com/dm123?ref=page

Title Tag Optimization

- Length: **50–60 characters**
- Include main keyword at the beginning
- Add emotional or value-based elements

Formula:

Keyword + Benefit/Hook + Brand

Example:

“Digital Marketing Course Online – Learn with Certificate | DigiGuru Paathshala”

Meta Description Optimization

- Length: **140–160 characters**
- Should be compelling (like an ad copy)
- Include benefits + CTA
- Add main + secondary keyword naturally

Example:

“Join India’s most affordable Digital Marketing Course. Learn SEO, Ads, SMM with practical training. Enroll now!”

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Header Structure (H1–H6)

- Only **one H1** per page
- Use H2 for main sections
- H3–H6 for sub points
- Include keywords naturally

Example:

H1 → Digital Marketing Course

H2 → What You Will Learn

H2 → Why Choose Us

H2 → Course Modules

H2 → Fees & Certification

Keyword Placement

Place primary keyword in:

- URL
- Title
- Meta Description
- First 100 words
- H2 heading
- Image ALT text
- Final paragraph

Content Optimization

Your content should:

- Solve the user's search intent
- Be **unique**, not duplicated
- Have at least **700–2,000 words** (for ranking pages)
- Include bullet points, tables, lists
- Have internal links + external links

Avoid keyword stuffing

Instead use **LSI keywords** (Google natural variations).

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Image Optimization

- Use compressed images (WebP recommended)
- Add ALT text with keywords
- Use descriptive filenames

Example:

digital-marketing-course-banner.webp

Schema Markup (Very Important)

Add structured data using JSON-LD:

- Course Schema (for training websites)
- Organization Schema
- FAQ Schema
- Breadcrumb Schema
- Article Schema (for blogs)

This improves CTR and can show rich results.

SEO for Course / Service Pages (Special for DigiGuru Paathshala)

Each course page must include:

- Course Title with keyword
- Course Overview
- Modules / Syllabus
- Duration
- Instructor Info
- Fees
- Benefits / Outcomes
- FAQs
- Testimonials
- CTA Buttons

This increases both SEO ranking + conversions.

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Blog SEO Structure (Must for Traffic)

For every blog:

- Write 1500+ words
- Keyword in title
- Subheadings (H2, H3)
- Questions in H2 (good for voice search & AEO)
- FAQs at the end
- Internal linking
- Strong conclusion
- Include images, infographics, charts

For, SoftiCation Technology

AMARNATH RANA
(CEO)