



Learn what you love

# Become digital marketing

## Expert



✓ MORE SALES

✓ MORE FOLLOWERS

✓ INFLUENCER

✓ MORE LIKES

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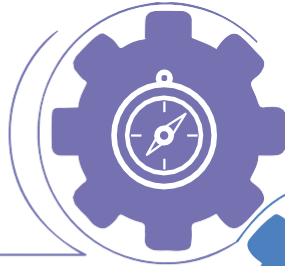
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# 9 in 1 Program

## Training

23 hours of Live Online Interactive Classroom Sessions



## Projects

Facility to undergo various Hands-on Projects for Practical learning of the Course



## Internship

Internship Assistance to gain practical experience of the learnings



## Hands on Experience

We believe in "practice makes us perfect". And you will undergo the same.



## Certification

Distinguish your profile with the Course Completion Certification and showcase expertise



## E-Learning Access

With abundant tools and techniques, video content, assessments, and more



## Bootcamps

We will provide the access to join our Upcoming Bootcamps for next 12 months



## Job Ready

We upskill you with all the required skills and makes you ready for job



## Certification Ready

Our Courses makes you ready for respective certification exams and Proficiency tests





## Key Features





# Course Curriculum

## MODULE 1: BASICS of DIGITAL MARKETING

- Introduction To Online Digital Marketing
- Importance Of Digital Marketing
- How did Internet Marketing work?
- Traditional Vs. Digital Marketing
- Types of Digital Marketing
- Increasing Visibility
- Visitors' Engagement
- Bringing Targeted Traffic
- Lead Generation

### Hands-on Lab

- Analysis Of Traditional Marketing
- How to Business Marketing via Traditional Marketing

## MODULE 2: ANALYSIS AND KEYWORD RESEARCH

- Market Research
- Keyword Research and Analysis
- Types Of Keywords
- Tools Used for Keyword Research
- Localized Keyword Research
- Competitor Website Keyword Analysis
- Choosing Right Keywords to The Project

### Hands-on Lab

- Analysis Market Condition and Opportunities
- Keyword Analysis on Google Keyword Planner Tool
- Pick The Right Keyword for Project

## MODULE 3: SEARCH ENGINE OPTIMIZATION (SEO)

- Introduction To Search Engine Optimization
- How Did Search Engine work?
- SEO Fundamentals & Concepts
- Understanding the SERP
- Google Processing
- Indexing
- Crawling

### Hands-on Lab

- Search Engine Results Page (SERP) Report Generation
- Google Crawling and Indexing Status Checking

## MODULE 4: ON-PAGE OPTIMIZATION

- Domain Selection
- Hosting Selection
- Meta Data Optimization
- URL Optimization
- Internal Linking
- 301 Redirection
- 404 Error Pages
- Canonical Implementation
- H1, H2, H3 Tags Optimization
- Image Optimization
- Landing Page Optimization
- No-Follow and Do-Follow
- Creating XML Sitemap
- Robot.txt

### Hands-on Lab

- Analysis of On-Page Site Matrix
- Create a Landing Page
- Implementation on Title Tag, Meta Description, Canonical Tag, Header Tag

• Optimization on Multi-Media file Optimization like Image, Videos, and Infographics
• Landing Page Performance Monitoring and Updating
<b>MODULE 5: OFF-PAGE OPTIMIZATION</b>
• Link Building Tips & Techniques
• Difference Between White Hat and Black Hat SEO
• Alexa Rank, Domain
• Link Acquisition Techniques
• Directory Submission
• Social Bookmarking Submission
• Search Engine Submission
• Web 2.0 Submission
• Article Submission
• Image Submission
• Video Submission
• Forum Submission
• PPT Submission
• PDF Submission
• Classified Submission
• Business Listing
• Blog Commenting
• Citations
• Profile link creations
• Infographics Submission
<b>Hands-on Lab</b>
• Search Engine Guidelines Based Backlink Creation on Landing Page
• The Increase of Link Juice Value
• Increase and Analysis Domain Authority & Page Authority Factor
• Learn 15 Golden Rules of Backlink Creation and Improve Quality
• How To Avoid Spam Backlink
<b>MODULE 6: SEO UPDATES AND ANALYSIS</b>
• Google Panda,
• Penguin,
• Hummingbird Algorithm
• Google Penalties
• SEO Tools For Website Analysis and Optimization
• Competitor Website Analysis and Backlinks Building
• Backlinks Tracking, Monitoring, And Reporting
<b>Hands-on Lab</b>
• Learn Roles and Responsibilities of Algorithm
• Panda Algorithm
Penguin Algorithm
Pirate Algorithm
Hummingbird Algorithm
Pigeon Algorithm
Mobile-Friendly Update Algorithm
Rank Brain Algorithm
Possum Algorithm
Fred Algorithm
• How to Recover Algorithm Penalties
• Prevention Of Algorithm Penalties to Website
• How to Identify Spam Backlinks and Rectification
<b>MODULE 7: LOCAL BUSINESS &amp; GOOGLE MAPPING</b>
• Creating Local Listing in Search Engine
• Google Places Setup (Including Images, Videos, Map Etc)
• Search Engine Visibility Reports
• Verification Of Listing
• Google Reviews

### Hands-on Lab

- Google My Business (GMB) How to Create
- How To Google My Business (GMB) Verify
- Maintain Brand and Reputation on Google My Business (GMB) Listing
- Search Engine Visibility Reports Preparation and Analysis

### MODULE 8: GOOGLE ADWORDS OR PAY PER CLICK MARKETING (SEM)

- Google AdWords
- Introduction To Online Advertising and AdWords
- AdWords Account and Campaign Basics
- AdWords Targeting and Placement
- AdWords Bidding and Budgeting
- AdWords Tools
- Opportunities
- Optimizing Performance
- Ads Type
- Bidding Strategies
- Search Network
- Display Network
- Shopping Ads
- Video Ads
- Universal App Ads
- Tracking Script
- Remarketing
- Performance Monitoring
- Reports

### Hands-on Lab

- Google Ads Account Creation and Setup
- Right Keyword selection and grouping on Google Keyword Planner Tool
- Campaign Setup, Performance monitoring, Analysis, and Implementation
- Set on Conversion Tag
- Set on Remarketing Tag
- Set on Goal and Monitoring
- Weekly and Monthly Report Generation

### MODULE 9: SOCIAL MEDIA OPTIMIZATION (SMO)

- Social Media Optimization
- Introduction To Social Media Networks
- Types Of Social Media Websites
- Social Media Optimization Concepts
- Facebook, Google+, LinkedIn,
- YouTube, Pinterest,
- Hashtags
- Image Optimization

### Hands-on Lab

- How To Create Strong Profile Account on Social Media
- Facebook
- Google+
- Twitter
- LinkedIn o Instagram o Pinterest

### MODULE 10: SOCIAL MEDIA MARKETING (SMM)

- Facebook Optimization
- Fan Page Vs Profile Vs Group
- Creating Facebook Page for Business
- Increasing Fans and Doing Marketing
- Facebook Analytics
- Facebook Advertising and Its Types In Detail
- Creating Advertising Campaigns,
- Payment Modes

• Introduction To Twitter
• Creating Strong Profiles on Twitter
• Followers, Retweets, Clicks,
• Conversions, Hashtags
• LinkedIn Optimization
• What Is LinkedIn?
• Individual Profile Vs. Company Profile
• Branding On LinkedIn
• Marketing On LinkedIn Groups
• Google Plus
• Tools & Techniques
• Google + Groups
• Google Plus for Businesses
<b>Hands-on Lab</b>
• Social Media Brand Account Creation
Facebook o Twitter
LinkedIn o Instagram o Pinterest
• Structure of Post
• Post Template Creation
• Content Creation on Social Media Post
• Right Hashtag for your Post
• Analysis of Likes, Share, Comment, Followers, and Retweet
• Increase Brand Awareness
• Identify Target Audience and Convert Goal
• Report Generation on Post Reach
• Facebook Ads
Campaign Setup, Performance monitoring, Analysis, and Implementation
Right Target Audience Selection
Set on Facebook Pixel Tag
Set on Remarketing Tag
Weekly and Monthly Ads Report Generation
<b>MODULE 11: GOOGLE WEB ANALYTICS</b>
• Getting Started with Google Analytics
• Navigating Google Analytics
• Real-Time Monitoring
• Audience
• Acquisition
• Traffic Sources
• Behaviour
• Content
• Visitors
• Live Data
• Demographics
<b>Hands-on Lab</b>
• Google Analytics Integrate on Website
• Analysis And Report preparation on weekly and Monthly
• Setup Goal and Monitoring
<b>MODULE 12: WEBMASTER TOOLS</b>
• Adding site and verification
• Setting Geo-target location
• Search queries analysis
• Filtering search queries
• External Links report
• Crawls stats and Errors
• Sitemaps
• Robots.txt and Links Removal
• HTML Suggestion



<b>Hands-on Lab</b>
• Search Console Integrate on Website
• Website Error Identification and Rectification via Search Console
• Website URL submit on Search console
• Find and Fix Crawl Error
• Remove Spam Backlink on via Search Console
<b>MODULE 13: CREATING A NEW SIMPLE WEBSITE</b>
• Creating A Simple Website for Your Business
<b>Hands-on Lab</b>
• Right Theme Selection and Optimization
• Landing Page Template Creation
• Content Template Creation
• Add Custom HTML and CSS Code
• Create sitemap.xml and robots.txt File Creation
<b>MODULE 14: INTERVIEW PREPARATION</b>
• Resume Preparation
• Interview Question Preparation
<b>Hands-on Lab</b>
• Mock Test Preparation and Confidence Improvement
• Digital Marketing Skills Improvement

*“Spreading knowledge in a range of disciplines and fields, delivering quality higher education at all levels, serving national needs, and furthering international public interest.” - **Financial Express***



Live Projects	Live Projects are carried out during the training tenure to develop experiential learning for the participants. This helps in a better understanding of the concepts and gain in-depth practical insight
Unique Pedagogy	Uses a mix of techniques aligned to our unique G.C.A.O. pedagogy. This enables participants to derive focused-action-oriented outcome from the training
End-to-End Engagement	Participants will be engaged throughout the training through reverse presentations, group activities, brainstorming



## Certification Process

1

### Counselling

Consult one of the counselors and get into the Right Batch.  
Register yourself for the Training Course that suits your interest

2

### Attend the Training

Attend the Instructor-Led Sessions of the Chosen Training Course and get your Course Completion Certification.  
Go Through the Recorded Sessions, in case you missed any topic or training

3

### Submission of Projects Assigned

Submit the Hand-on Projects assigned during the training to the trainers for Assessment and Certification

4

### Complete the Training Course

Post Completion of the training, get Course Completion Certification of the attended Training Course from ULearn & ISA University of CU Denver in front of your name. Post it on social media and apply for internship, jobs, and Freelancing Projects

## C E R T I F I C A T E



OF PARTICIPATION

This certificate is presented to:

**NAME**

has successfully completed the ULearn

**Spoken English Course**

in June 2023. We wish you all the best for your future endeavors.

KOSHWITHA REDDY B  
CPO ULEARN

  
what you love

powered by



University of Colorado Denver



## Career Benefits

Brush up your knowledge in  
**Chosen Course** & harness **Skills**

Get **Promoted** in current profile  
with most in-demand skill

Earn a Rewarding Certification of  
**the training course**

Support a **Startup** with high ROI

01

Rise your career with **Advanced Training Skills**  
and move ahead in your career

02

Transform your career after learning  
different segments of **Course Skills**

03

04

Distinguish your profile from peers  
during **Job Interviews**

05

06

Improve **CV & LinkedIn Profile** with  
professional development

07

08

Excel your career in **Creating Presentation**  
and achieve your goals

09

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## About ULearn

ULearn is an Edu-tech platform that offers a personalized learning platform. At ULearn, we are driven by a passion for transforming education and empowering learners to unlock their full potential. We believe that everyone, regardless of their location or background, should have access to quality education.

## ULearn Vision & Mission

At ULearn, we believe that education should be accessible to all. That's why we have made affordability and flexibility a cornerstone of our platform. What sets us apart is our commitment to delivering a comprehensive learning experience. We offer a wide range of courses and programs that cater to diverse interests and skill levels. Whether you're a student seeking academic support, a professional looking to upskill, or an individual eager to explore new subjects, we have something for you.

We believe that knowledge has the power to change lives. We strive to create a dynamic and inclusive learning environment that inspires curiosity, fosters critical thinking, and encourages lifelong learning. Our commitment to excellence ensures that you receive the highest quality education and gain practical skills that are relevant in today's rapidly evolving world.

Our platform boasts interactive lessons, engaging multimedia content, and collaborative learning tools that enhance the learning journey. We understand that every learner is unique, and that's why we prioritize personalized learning experiences. We take pride in our passionate and qualified instructors who bring their expertise and industry insights into the virtual classroom. They are dedicated to nurturing a supportive and interactive learning community, where learners can connect, share ideas, and collaborate on projects.

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