

CHAITHANYAM INSTITUTE OF DEVELOPMENT

PRESENTS

1ST TIME IN KAKINADA
CERTIFICATE TRAINING ON

Digital Marketing



LEARN & EARN



OUR MODULES
HELP US TO
GET BACK
YOUR FEES IN
3 MONTHS OF
TIME

SEO (SEARCH ENGINE OPTIMIZATION)

- Introduction to SEO
- What is Digital Marketing?
- What is SEO?
- Importance of SEO in Digital marketing
- SEO Techniques
- SEO Benefits
- Search Query Operators
- Keyword Research & Analysis
- SEO On Page Optimization
- Content Optimisation
- What is Off Page Optimisation
- Difference between On page and Off page Optimization
- Link Building Techniques



SEM (Search Engine Marketing):

- What is Search Engine Marketing?
- What is Google Adwords?
- What are key terminologies of Google Adwords?
- How to set up adwords Account?
- Account Structure of Google Adwords?
- Campaign Settings
- Campaign Types
- Bidding Methods
- Keyword Planner
- Ad Rank
- Quality Score
- Ad Preview & Diagnosis Tool
- Types of Ad Formats
- What is Ad Extension?
- What is Display Network?
- Different types of targeting in Display Network
- Conversions
- App Advertising
- Video Advertising
- Universal app
- What is Remarketing?





Social Media Marketing (SMM):

- What is Social Media
- How we can Interact with Social Media
- How is it important for business
- How can social media marketing can be integrated with the website.
- Different Social media platforms
- What is Facebook Marketing?
- What are Adverts?
- How to Create a Campaign?
- Twitter Marketing Basics
- Google+
- Creating a Business Page on Google+
- Instagram



ORM:

- What is ORM?
- Importance of ORM in business.

Email Marketing

- What is email marketing?
- Types of Email marketing.

On Job Training



Learn.



Earn.



Lead.

IN ASSOCIATION WITH :

