



DIGITAL MARKETING BOOTCAMP

CAREER TRACK

Get Certified
Get Hired



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Key Information

Career Track

Start your digital marketing journey with our Digital Marketing Career Track. This program will teach you essential concepts in SEO, social media marketing, content creation, and more. Learn modern marketing strategies to become a skilled Digital Marketer. Gain practical skills in Google Analytics, Facebook Ads, email marketing, content management, and SEO tools to excel in any marketing team. Join us and kickstart your career in digital marketing.

- **6 Months program**
- **2 capstone projects**
- **25+ Mentors**
- **100+ Students**
- **600+ hours of learning content**
- **100+ hiring partners**

Why Digital Marketing?

The need for digital marketers is growing fast, thanks to the digital changes happening everywhere. Companies are investing more in their online presence, so they need skilled people who can manage SEO, social media, content creation, and analytics. As businesses aim to keep up with the digital world, the demand for digital marketers is going up like never before.



Who is this Program For?

Whether you want to move into digital marketing or drive growth for your business through digital platforms, this program is the right one for you. The 2 tracks enable professionals to transition into roles across the Digital Marketing hierarchy.

Professionals who will find this program useful are :

FRESHERS

ENTREPRENEURS

TRADITIONAL MARKETERS

COMMUNICATION PROFESSIONALS

SALES PROFESSIONALS

FREELANCERS

Key Features of Track

Industry Aligned Curriculum

Curriculum designed by graduates of top universities and working professionals from Google, Facebook, HubSpot, and other leading companies.

Learn Directly From Experts

100+ face-to-face classes delivered by industry experts from Google, Facebook, HubSpot, and other leading companies in digital marketing.

Industry Grade Projects

Build a strong portfolio & resume with real-live projects in digital marketing.

Placement Assistance

Build a strong profile, undergo mock interviews, and get connected with our partner companies in digital marketing.

100+ Partner Companies

Get hired among our 100+ partner hiring companies.

1 Year Alumni Support

Get an extended 1 year alumni support and get access to exclusive job opportunities



PROJECT DETAILS

Learners work on a range of projects. These include:

SEO(Search Engine Optimisation) :

You will learn about using advanced SEO methods to boost your skill. We aim to make you learn about how you can find better keywords, optimized content, technical SEO upgrades, and local search enhancements. This will help you become a top choice for anyone interested in digital marketing education.

Insta/FB Ads

Our project includes creating effective Instagram and Facebook ad campaigns. We're focusing on how to reach our target audience through compelling visuals and messages tailored to each platform. The goal is to drive engagement, increase brand awareness, and generate leads effectively.

Google Ads

We involve setting up impactful Google Ads campaigns. We're mainly focusing on making you learn how to reach your target audience through strategic keywords and compelling ad copy. The aim is to maximize visibility, drive traffic to our digital marketing bootcamp, and achieve high conversion rates efficiently.

PLACEMENT PROCESS

Shape Your Portfolio

We will help you build your portfolio, gain hands-on experience, and showcase your skills in digital marketing.

Ace the Interview

Get ready to ace your interviews. Learn valuable strategies and tips to confidently tackle interviews.

Secure Your Job

Our program helps you learn what you need to succeed in the digital marketing world. We'll assist you with your resume and teach you how to excel in interviews.



EXTENDED ALUMNI SUPPORT

1 Year Alumni Support Program :

Secure your future with our special "1-Year Alumni Support" program at **Zepcode**

- This program ensures continuous career growth after you land a job.
- Connect with Zepcode alumni to expand your professional network and get help finding new job opportunities.



ALUMNI ACHIEVEMENTS



Sunil Sharma

Dexbean Technologies

The digital marketing program at Zepcode was great! I learned a lot from there. It gave me the skills and confidence to start my career in digital marketing. I highly recommend it.



Khushboo

SISL Infotech Pvt. Ltd.

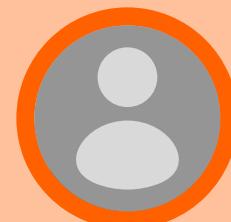
I loved the digital marketing program at Zepcode! Learning from projects and securing job placements was really helpful.



Vishal

Website Tool Box India

Enrolling in Zepcode's digital marketing program was one of the best decisions I've made. The program's hands-on approach which gave me the confidence to apply for digital marketing roles.



Varun

Website Tool Box India

This digital marketing program is great! The lessons are easy to understand, and the teachers really know their stuff. They're always there to help you out when you need it. Plus, the job placement support is a big bonus.

Detailed Syllabus

Module 1

Digital Marketing Overview

1. What is Marketing?
2. What is Digital Marketing?
3. Why Digital Marketing?
4. Digital Marketing vs Traditional Marketing
5. Scope of Digital Marketing
6. Digital Marketing Platforms
7. Latest Digital Marketing Trends

Module 2

Search Engine Basics

1. What is Search Engine
2. How Search Engine Works
3. What is Spider
4. What is Crawling
5. What is Indexing

Module 3

Domain & Hosting

1. Domain name & Extension
2. What is Web Server and Web Hosting
3. How to Book a Domain
4. How to Book a Hosting

Module 4

Keyword Research

1. What is Keywords
2. Types of Keywords
3. Tools For Keywords Research
4. How to Choose the Right Keywords
5. Keywords Competition
6. Localized Keyword Research

Module 5

On-Page SEO

1. Introduction to On Page Optimization
2. What is Meta Title
3. What is Meta Description

4. Meta Title & Description Length
5. H1 to H6 Tags and their Importance
6. When and where Keywords can be Placed
7. Internal Linking
8. External Linking
9. Alt Tag Optimization
10. Content Optimization
11. URL Structure Optimization
12. Website Structure & Navigation
13. Robots.txt File
14. Sitemap.xml File
15. Canonical Tag
16. Broken Links
17. Difference between HTTP/HTTPS
18. Redirection Error
19. Keyword Density
20. Website Speed
21. Mobile Responsive

Module 6

Digital Marketing Overview

1. Profile Submission
2. Business Listing Submission
3. Bookmarking
4. Classifieds Submission
5. Social Sharing
6. Image Submission
7. Ppt Submission
8. Pdf Submission
9. Video Submission
10. Blog Posting
11. Article Posting
12. Web 2.0
13. Guest Posting
14. Directory Submission
15. Forum Posting

Module 7

SEO Algorithms

1. Google Panda
2. Google Penguin
3. Google HummingBird
4. Mobile Friendly
5. Google Pigeon
6. Google Rank Brain
7. Google Bert Update
8. Google Fred

Module 8

Local SEO

1. What is Local SEO
2. Google My Business Creation
3. Completing the profile
4. Business Listing Submission

Module 9

SEO Concepts

1. White Hat SEO
2. Black Hat SEO
3. Grey Hat SEO
4. What is SERP
5. What is Bounce Rate
6. Domain Authority
7. Page Authority

Module 10

Google Search Console

1. Setup Google Search Console
2. Link Google Search Console to Website
3. Understanding GSC Dashboard
4. How to Track Data in GSC
5. Indexing

Module 11

Google Analytics

1. What is Analytics
2. Importance of Analytics

3. Google Analytics Setup

4. Track Data in Analytics

Module 12

Social Media Optimization

1. Introduction of SMO

2. Reasons of Using SMO

3. Business Page Creation on Social Platforms

4. Social Media Posting Optimization

5. How to Boost a Post

Module 13

Social Media Marketing

1. What is Social Media Marketing

2. Meta Ads Account Setup

3. How to Create Meta Ads

4. How to Create Audience For Meta Ads

5. How to Setup Ads

6. How to optimize Ads

Module 14

Google ads

1. How to Create Google Ads Account
2. How to Create Google Search Campaign
3. How to Setup Target Keywords
4. Keywords Match Type
5. How to Setup Headlines and Descriptions
6. How to Use Extensions
7. How to Create Google Display Ads
8. How to Optimize Google Ads Campaigns

Module 15

Youtube Marketing

1. How to Create Youtube Channel
2. How to Post a Video
3. How to Optimize the Video
4. How to Create Video Title and Description

Module 16

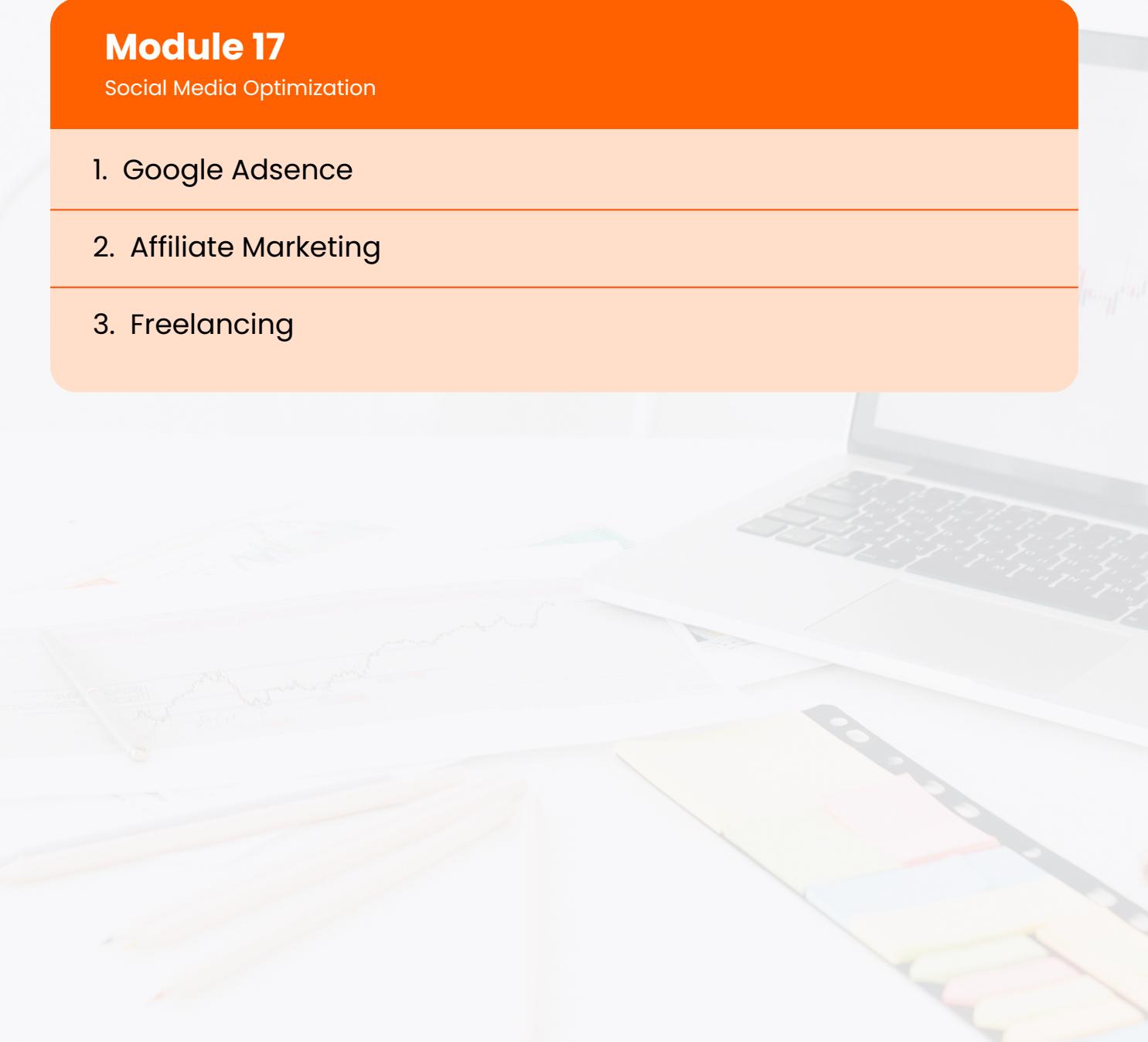
Email Marketing

1. Introduction of Email Marketing
2. Setup Mailchimp Account
3. How to Setup Email
4. How to Send Bulk Emails

Module 17

Social Media Optimization

1. Google Adsence
2. Affiliate Marketing
3. Freelancing

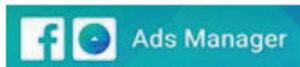


TOOLS COVERED

Social Media Marketing Tools:

TweetDeck

 **Hootsuite™**



 **buffer**

Keyword Research Tools:


Google
Keyword Planner



 **WordStream**
Online Advertising Made Easy


Ubersuggest

Analytics:


Google Tag Manager


Google
Analytics


Google
Search Console


Google
Data Studio

Industry Tools:



facebook Ads



SEO Tools:



Ubersuggest

GTmetrix

ahrefs

Screamingfrog

SEO SiteCheckup
make search engine optimization easy

Our Industry Experts



Gautam Joshi

Sifar

Exp: 25 Years



Shankar Dayal

Adobe

Exp: 20 Years



Amit Kumar

Co-Founder and Director at Sigma Power Tech Pvt. Ltd.

Exp: 10 Years



Durgesh Pal

Sopra Steria

Exp: 10 Years



BINIT KUMAR

Smart Brains

Exp: 13 Years



Lalit Verma

Oracle Corporation , USA

Exp: 25 Years



Chandan Pandit

Expedia

Exp: 11 Years



Dinesh Sharma

Onetick Technologies

Exp: 11 Years



Shahkar Ahmed

Onetick Technologies

Exp: 10 Years



Garima Sharma

EY

Exp: 10 Years

Key Information

WEEKLY COMMITMENT

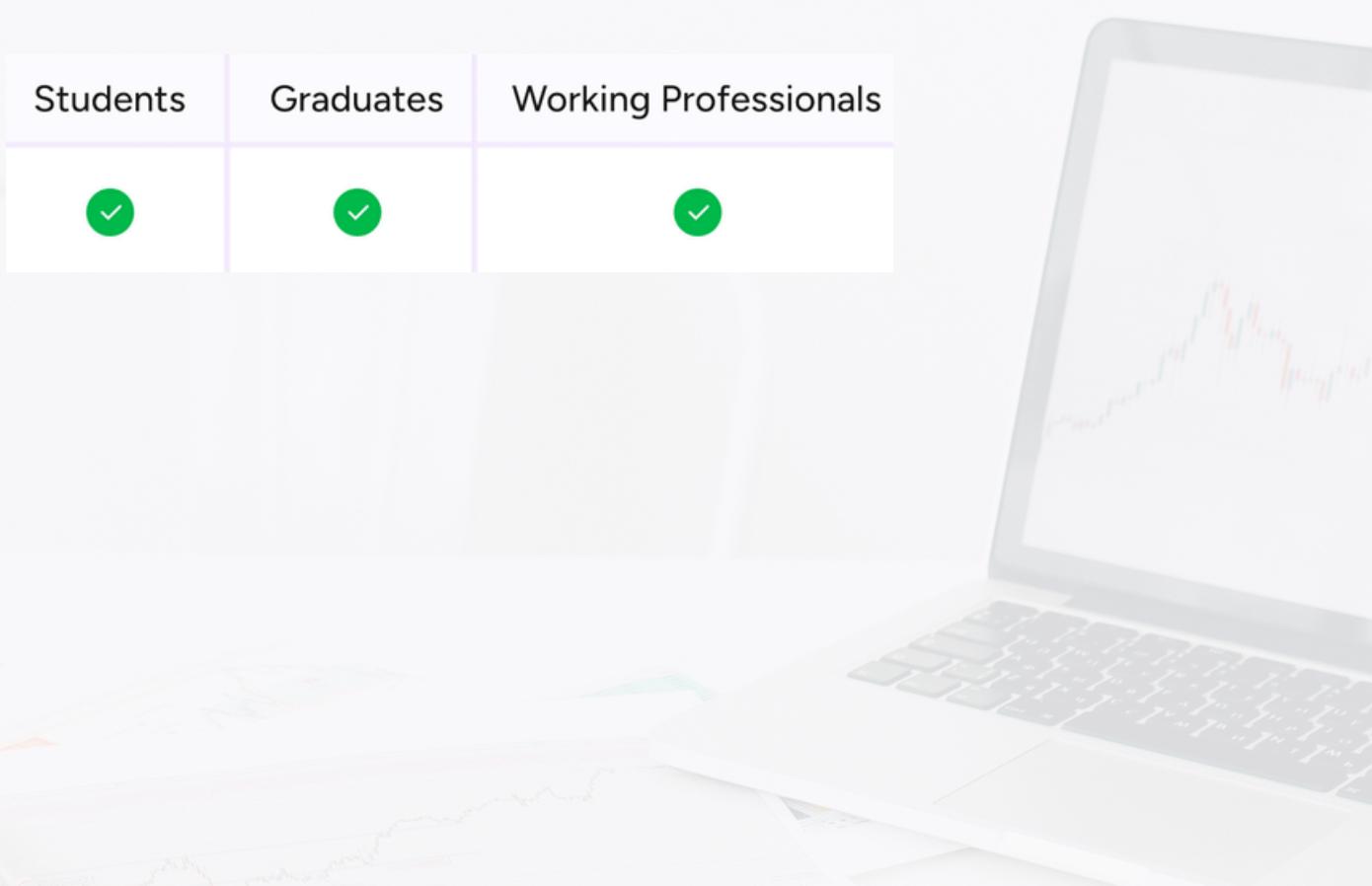
40 hours per week

ANY PRE-REQUISITES?

- No prior coding experience required
- A Laptop or Desktop with a good internet connection

Who is This Career Track For

Students	Graduates	Working Professionals
✓	✓	✓



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