Skillora
Redefine Your Future

Skillora

There are many varities of courses provided by Skillora, and the key feature is that all courses are certified.

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NEVER STOP
LEARNING.

Each course is focused on particular elements of the learning experience, helping you to develop specific skills you need for your career.

THE
CONTENT
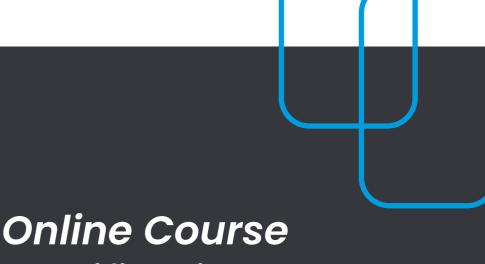
WHY CHOOSE
SKILLORA?

➤ Placement Assurance

➤ Highly Skillfull Trainers

➤ Advanced Training Modules

➤ Internship Assistance

ABOUT_____
OUR COURSES

○ *Online Course*
○ *Certification*
○ *Expert Tutors*
○ *Recorded Lectures*
○ *Q & A Sessions*
○ *One to One Interaction*

DIGITAL MARKETING

Digital Marketing Course is an initiative designed to educate students and practitioners in the area of Digital Marketing analytics and make them ready for jobs or prepare them to launch a campaign for their organisations. The Professional certificate in Digital Marketing analytics is recommended to anyone involved in the planning, implementing or monitoring the digital strategies at their organisations- or anyone who is looking to add a new skill set and pursue a career in this dynamic filed of online marketing. The progamme is suitable for professionals of all levels and disciplines, as job roles have increasingly become complex and most projects are executed with lean teams. The marketing professional from top to bottom in an organisation should have not only awareness but also expertise to use these tools.

DIGITAL MARKETING COURSE PLAN

Social Media Optimization

1. Digital Marketing Introduction
2. About Trainer
3. Difference between Traditional Marketing and Digital Marketing
4. Why Facebook Business Page
5. Difference between Facebook Personal ID and Facebook Business Pages
6. Setting up Business pages
7. Tamplates and Tabs
8. Page transparency
9. Competitors Analysis
10. Download page
11. Merge pages
12. Add Messenger to Website
13. Connecting Instagram and Whatsapp to Facebook Page
14. Page Roles
15. Ban People/Pages
16. Page Moderation
17. Restrictions
18. Creator studio
19. Appointments Settings
20. Add Shop
21. Page Management History
22. Clarification/ Assignment-1

Designing and Content Management

1. Canva Introduction/ Features/ Templates
2. Creating a Birthday Greeting Cards a birthday wish Video with Music to Vijay Devarakonda
3. How to add text, images and more
4. Sourcing Free Photos/ Videos and Audio
5. Marketing- Designing Flyers/ Posters/ Infographics
6. Personal- Photo Collage/ Invitations
7. Social Media- Facebook Cover pages
8. Social Media- Youtube- Channel Art/ Thumbnails
9. Social Media- Instagram post/ Facebook post
10. Social Media- Animated Videos/using Elements

Website Designing

1. Different types of Websites
2. Domain Purchase
3. Hosting Purchase
4. Theme Setup and Purchase
5. Wordpress plugins
6. Page Creation
7. Post Designing
8. Home Page setup
9. Background Colours and Fonts
10. Widgets

Search Engine Optimization

1. Introduction to SEO
2. Model of Search Engines
3. Types of Keywords
4. Keyword Research
5. On page Optimization
6. Off Page Optimization
7. Google Updates? Algorithm Updates

Social Media Marketing

1. Ads Manager
2. Objectives
3. Audience List
4. Budget and types
5. Ad Format
6. Lead Format
7. Collecting Leads
8. Adding Amount
9. Assignment-2

Content Management

1. What is Social Media Calender and importance?
2. Creating Calender/ Content/ Creative
3. Publishing
4. Scheduling

Adwords

1. Setting up Google Adwords
2. Understanding purpose of Campaign
3. Creating Campaigns
4. Adgroups
5. Location and Language Settings
6. Budget Schedule: Start date, end date

Google Search Console and Google Analytics

1. Google Search Console
2. Submitting Website
3. Sitemaps
4. Crawl/ Index
5. Dashboard
6. Search Appearance and Traffic
7. Google Analytics
8. How to link Website to Google Analytics
9. Difference between Google Search Console and Google Analytics
10. User Flow
11. Visits
12. Understanding User
13. Session