



DigitechSkills
CAREER FOR CORPORATES

ACCELERATE YOUR CAREER WITH **DIGITECH SKILLS**

INTERNSHIP STIPEND PROGRAM



Google
Partner

www.digitechskills.com



7396599129

ABOUT Digitech Skills

WHO WE ARE?

Digitech Skills - A Certified Realtime Digital Marketing Training Institute in Hyderabad is an Initiative from a team of Experienced Industry Professionals. We Successfully trained more than 100+ Batches, 800+ trainees & rated as the top Digital Marketing Institute.

The Course Curriculum is designed as per the Industry standards & requirement with Practical Knowledge & hands on experience on Live Projects. We strongly believe in Practice rather than Preach.

WHAT WE DO?

We make you Expert in Basics to Advanced level of Digital Marketing Modules in this certification Program. We upskill you on 25+ Modules which helps you to understand the key elements involved in creating an effective Digital Marketing Campaigns to increase Revenue and Generate the ROI for your business. Work on Realtime Projects and Learn from real world examples & Case studies with Intensive & Interactive classes.

OUR MISSION:

To grow as a Top ranked Institute in the Industry by offering the complete Digital Marketing Concepts & Trends and groom the Future Leaders in the Industry.

OUR VISION:

We strive to continuously to empower our students with the right skills for an impactful career & achieve excellence in teaching-learning system.

100+

Batches

800+

Successful
Trainees

4.9+

Google & Facebook
Rating

Do you know Why People Love Digitech Skills?

This Program is designed to address growing demand for competent Digital Marketing Professionals.

PROGRAM HIGHLIGHTS



Weekdays/Weekend Batches



Free Website, Domain, Hosting



Practical Classroom Sessions



Limited Batch Size



Google Certified Trainers



Google Certification program



Free Tools Worth of 75K



Add on Course (Graphic Designing)



Run Live Campaigns



Weekly and Daily Assignments



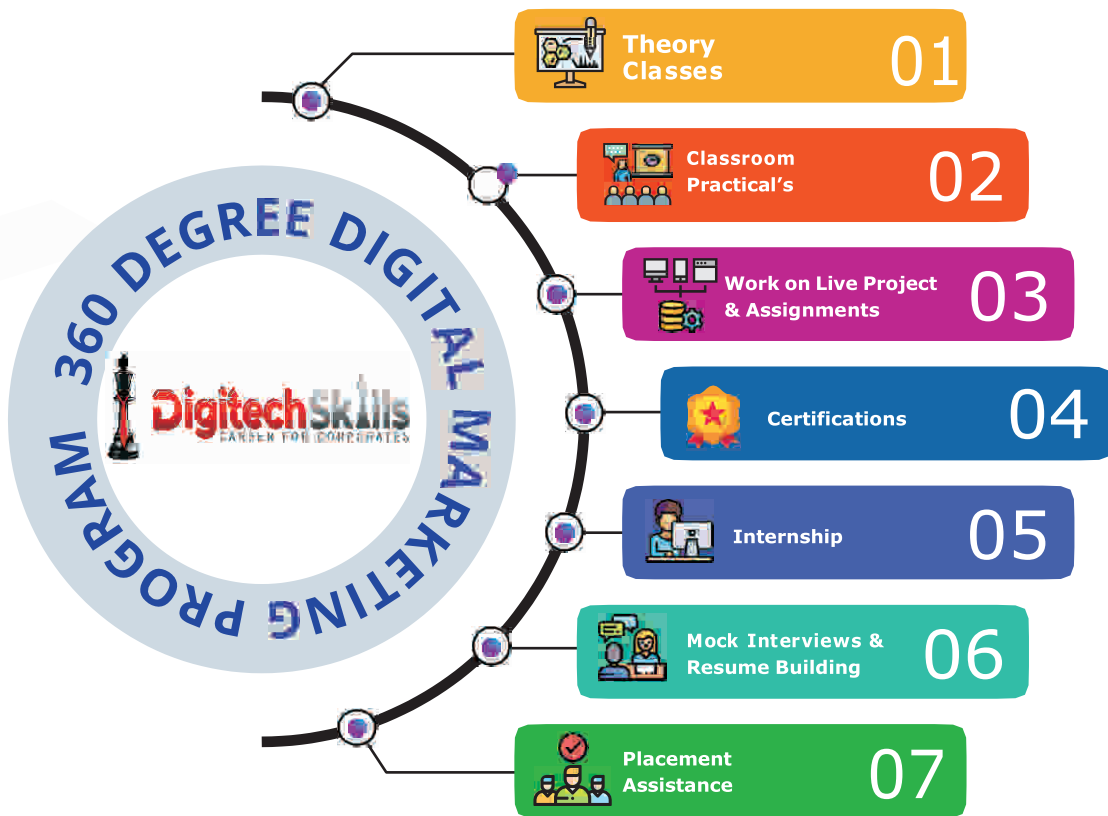
Strong Network of Alumni



100% Placement Assistance

Training Process

Become "Certified Digital Marketer" within 60 days!

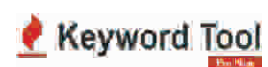


- ✓ Get qualified in an Agency Level.
- ✓ Full Time Trainer Availability.
- ✓ Backup classes.

- ✓ Updated Materials
- ✓ Creating Marketing Proposals.
- ✓ Attaining Freelance Projects

Work on Live Paid Tools worth 75,000 INR

We provide SEO, PPC, SMM Tools and Software to properly organize your Digital Marketing Campaigns. We make you trained in Agency Level Program by these tools.



Digitech Skills Course Curriculum

01 Introduction to Digital Marketing



- What is Internet Marketing?
- Objectives of Digital Marketing
- User Behaviour and Best Practices
- Understand the Journey of Online Customer Defining Marketing Goals

02 WordPress Concepts for Website Creation



- Overview of WordPress
- Understanding HTML & CSS Basics.
- Why WordPress?
- WordPress Installation Process.
- Understanding the WordPress Dashboard
- Understanding the Default Settings
- Installing and customizing themes to site.
- Content management in WP.
- Creating categories, pages, and posts.
- Adding menu to the site.
- Adding widgets to the site.
- Installing useful plugins for site features.
- SEO specific plugins.
- How to Plan a Search Engine Friendly Website?
- Basics of Search Engines

03



Search Engine Optimization

- Basics of SEO
- Importance of SEO
- History of Search engines & how it works
- Popular Search Engines
- Importance of Search Engines SERP- Search Engine Result Page
- Types & Techniques of SEO
- Algorithms of SEO
- ON Page Optimization
- What is on page SEO?
- Website Analysis
- Competitor Analysis
- Keywords Research
- Content Creation & Optimization
- Heading Tag Optimization
- Image Optimization
- 404 Page Creation
- Robot file creation
- Sitemap Creation
- Schema Data
- Breadcrumbs
- Canonical Tag
- Meta Tag Creation
- OFF Page Optimization
- Backlinks & Types of Backlinks & Link Juice
- Domain Authority
- Search Engine Submission
- Blog Creation and Optimization
- Link Building
- Social Bookmarking
- Link Baiting
- Link Exchange
- Forums
- Image Sharing
- Video Sharing
- Business Listing (Local Listing)
- Press Release
- Questions and Answers
- Document Sharing
- Guest Posting
- Community creation (Social Media)
- Local SEO
- What is local SEO?
- Creation of Google My Business
- Name, Address & Phone number (NAP)
- Customization of Google maps
- Reviews
- Optimization
- Local Submissions
- Mobile Optimization SEO
- How to optimize website for mobile/tab?
- Page Speed Responsive Templates
- Navigation
- Mobile site configuration
- AMP
- Advanced SEO
- Schema Data / Rich snippet
- Language optimization
- .htaccess
- TLD International targeting
- Sub domains
- Search inside search
- Basics of E-commerce SEO
- Blog integration
- Site Auditing
- 30 SEO Tools
- Google Analytics
- Google Webmaster
- Keyword planner
- Google trends
- Google Page speed
- Woorank
- Alexa
- MOZ tool
- W3 Validator / Schools

Digitech Skills Course Curriculum

04 Google Analytics



- What is Web Analytics?
- How Google Analytics works?
- Why Google Analytics is needed for SEO Campaigns?
- How to configure Google Analytics?
- Google Analytics plug-in configuration within Word Press
- Checking Real-time Analytics
- Looking at Geo (location) of overall audience.
- Users flow
- Acquisition – All Traffic – Channels
- Traffic achieved through organic search
- In-Page Analytics

05 Google Webmaster



- Explanation on Search Console.
- How to add a property to Search Console.
- Setting Geo-target location.
- Understanding Search Analytics.
- Advanced Search Query analysis.
- External Links Reports
- Internal Links Report
- Crawls stats and Errors
- Sitemaps
- Robots.txt and Links Removal
- HTML Suggestions
- URL Parameters

06 Algorithms and Google Updates



- What is Algorithm?
- Why Google updates Algorithms?
- Google Panda
- Google Penguin
- Google Hummingbird
- Google Mobile Friendly Update
- Google Top Heavy Update
- Google EMD Update
- Google Pirate Update
- Google Pigeon Update

07 Search Engine Marketing Overview



- Understanding Google search
- Introduction about Google Ads.
- Understanding SERP
- Search Advertising
- Strategizing PPC Campaigns
- Setting objectives, goals & expectations.
- Google Account Setup ...
- Interface Tour & Billing Settings
- Formulating account structure
- Effective segmentation of keywords
- Usage of multiple match types
- Campaign Setup, Ad Group Setup
- Understanding Ad Auction
- Ad Formats
- Ad Guidelines
- Ad Extensions.
- Pay Per Click Overview -PPC Definition & how it works.
- Quality Score, Conversion Rate etc.
- Factors to Improve Quality Score
- Types of CPC's.
- Ad Writing Techniques
- Writing Compelling ads that increase click through rates (CTR) lower costs
- Understanding, Analysing & Improving -Relevance & Quality score
- Improve conversion rates & relevant landing pages
- Ad Preview tool.
- Google Editor Tool
- Dynamic Search Ads Campaign Creation & Strategizing
- Smart Campaigns

08 Display Advertising



- What is Display Advertising
- How Display Ads Works?
- Benefits of Display Advertising.
- Creating a Display Campaign.
- Bidding Strategies
- Keyword Based Targeting
- Interest and Remarketing
- Topics Targeting
- Demographics Targeting
- Ad Formats and Sizes
- Example of Good and Bad Ads
- Display Ad Builder
- Display Planner Tool
- Display Campaign Reporting

09 Google My Client Centre



- Linking Existing AdWords account with MCC
- Campaign Performance Reports
- How to create a Manager Account
- How to link & unlink accounts
- Inviting Users to your account
- Managing Account Access Levels
- Creating Optional login AdWords Account

10 Conversion Tracking & Remarketing in AdWords



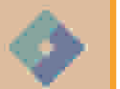
- Importance of Conversion Tracking Code & Implementation
- A/B Testing.
- Bid Management Plan -Understand bidding strategy.
- Manual vs. Automated bid management
- Benefits of Remarketing Strategy
- Building Remarketing List and Custom Targets
- Creating Remarketing Campaign.

11 Shopping Ads



- Shopping Campaign Setup
- Product Groups, Ad formats
- Reporting and Analysis

12 Universal App Campaigns



13 Google Tag Management



- Core concepts and principles of Tag Management using Google Tag Manager
- How to create website tags and Manage Firing Rules
- How to enhance your Google Analytics implementation?
- How to configure other marketing tags like Dynamic Remarketing?
- Tag Manager Structure Accounts and Containers
- Publishing and Versions
- Users and permissions
- Setting up container
- Rules for Analytics Tags
- Preview and Publishing Tags
- Understanding container versions
- Previewing a container

Digitech Skills Course Curriculum

15 Mobile Marketing



- Introduction to mobile marketing
- Mobile marketing, Definitions
- Components of mobile marketing
- Mweb & Apps
- Push & pull SMS
- Campaigns Types
- Introduction to WAP
CPD,CPI,CPA/CPL Types

15 Social Media Optimization



- Social Media Introduction
- Understanding Social Media & Its Importance
- Understanding Social Media Channels
- Understanding Social Media Optimisation
- Understanding Social Media Statistics
- Social Media workflow
- Hashtag Theory - How to create hashtags for brands
- Strategies to create hashtags for brands
- Social Media Optimisation
- Creating Social Media accounts and pages in
- Facebook
- Twitter
- Instagram
- LinkedIn
- YouTube
- Pinterest
- Tumblr
- Best Practices for SMO

16 Affiliate Marketing



- Introduction to Affiliate Marketing
- How Affiliate Marketing works
- Different types of Affiliate Programs
- How to become a publisher
- How to allocate the products
- Affiliate program for Earning Money.
- Learning Multiple Domestic Affiliate Programs
- Learning Multiple International Affiliate Programs

17 Blogging



- Introduction to Blogs
- Setting Up Your Own Blog
- The Importance Of SEO in Blog.
- Content Duration & The Art of Content Planning
- How to Monetize Your Blog

18 Google AdSense



- Introduction of Google AdSense
- What is AdSense?
- Creating an AdSense Account & Verification
- Generating Ad-code in Google AdSense
- Types of Bidding
- How to Earn Money by using Google AdSense
- Planning a website for AdSense
- Implementing Ads in a Website
- Integration of Google AdSense with YouTube Account
- Monetization of YouTube Channel
- Top Practices of Google AdSense

19 Social Media Marketing



- Learning & implementing Facebook Ads
- Learning & implementing Twitter Ads
- Learning & implementing LinkedIn Ads
- Learning & implementing Instagram Ads
- Social Media Strategies
- Tools and Tactics Social Media Tools
- Social Media Workflow - Live Training
- Creating reports for Social Media Channels
- Social Media Marketing Automation

20 Email Marketing



- Introduction to Email Marketing
- Benefits of Email Marketing
- Email Marketing Software's
- Building email marketing strategy
- Building subscriber lists
- Designing Newsletters
- Types of Campaigns
- Reports and analysis
- How to use Autoresponder
- How to segment your Email Lists

21 Content Marketing



- Types of Content marketing & Channels
- How to implement Content marketing
- How to measure content marketing
- Learning Content Guidelines
- Best practices of Content Marketing
- Content Strategy & Challenges

22 Online Reputation Management



- What is ORM
- What are the tools for ORM
- How to manage brands'
- Online Reputation Management
- Best practices for ORM

23 Video & YouTube Advertising



- What is Video Marketing
- Statistics of Video Marketing
- Creating a YouTube Channel
- Customizing the YouTube Channel
- Create a video marketing strategy
- YouTube Functionality
- Types of Video Posts
- How to create YouTube Videos
- How to Rank YouTube Videos on top
- Understanding YouTube SEO
- Understanding the settings in videos
- YouTube Engagement Metrics
- How to Increase Subscribers
- How to use Playlists
- Understanding copyrights and spam
- YouTube Creator Studio
- In-depth Statistics Analysis
- YouTube Tools & Plugins

24 SMS & Voice & WhatsApp Advertising

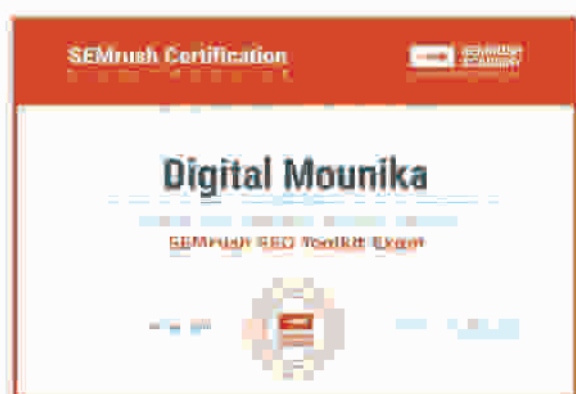
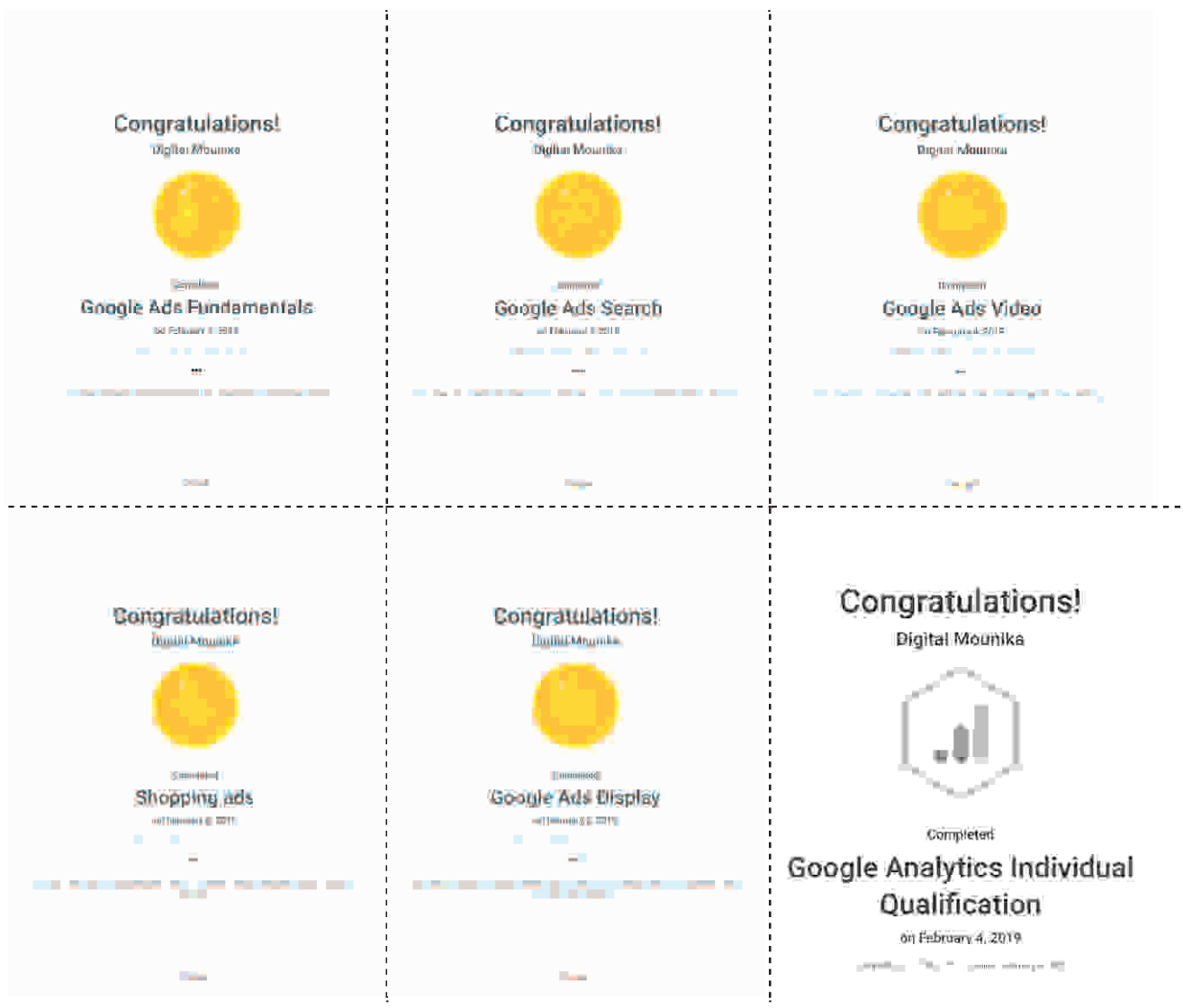


25 Graphic Designing



8+ DIGITAL MARKETING CERTIFICATIONS

Add Value to your Career -
BECOME A GOOGLE CERTIFIED DIGITAL MARKETER



A Job Ready Program for any Graduates

POTENTIAL EMPLOYERS



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Cell: 7396599129

Digitech Skills

Advanced Digital Marketing Training Modes

Classroom Training | Online Training| Corporate Training

Classroom Training

BATCH	DAYS	SESSION HOURS	DURATION
Weekday Batch	Mon -Sat	2 Hours	60 Days
Weekend Batch	Sat & Sun	3 Hours	10 Weekend

Online Training

BATCH	DAYS	SESSION HOURS	DURATION
Weekday Batch	Mon -Sat	2 Hours	60 Days
Weekend Batch	Sat & Sun	2 Hours	10 Weekends



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