



DIGITAL MARKETING COURSE

CLASSROOM TRAINING

Contact: +91 78778- 85028

Address: NK Tower Joshi Marg, Jhotwara, Jaipur



Career in Digital Marketing



Why Build a Career in Digital Marketing?



Massive Demand

For Digital Marketers

The expanding digital landscape creates a growing demand for highly skilled marketers across various industries.



10+ Career Paths

and Job Roles

As a digital marketer, you have the opportunity to work in varied fields with more than 10 designations and profiles.



5.5 Lakh Per Annum

Average Salary

Digital marketers across various fields earn an average of INR 5.5 LPA in India. With experience, the salary grows.



Start Your Own Business

Or Grow Existing One

Acquire essential digital marketing skills to successfully launch, scale, or expand your business and online presence.



Great Growth Prospects

And Promising Career

The fast-evolving digital marketing industry offers multiple opportunities for career, skill development, and long-term growth potential.



Easy to Learn

Practice, and Earn

Digital marketing doesn't require technical knowledge. You can learn it easily, practice, and monetize your skills.

Who Should Learn **Digital Marketing**?



This Advanced Digital Marketing Course is for you if you are:



College Student

Start shaping your career right from college time by learning in-demand digital marketing skills.



Graduate

Time for you to upskill, prepare yourself for a bright future, and kickstart a career in digital marketing.



College Dropout/Job Seeker/Housewife

Not sure which career is right for you? Not finding any jobs? Learn digital marketing with us to instantly land your first job.



Freelancer

Whether you are an existing freelancer or want to become one, digital marketing is the most-rewarding skill for freelancers today.

Who Should Learn **Digital Marketing**?

This Advanced Digital Marketing Course is for you if you are:



Marketing/Sales Professional

It is vital for marketing & sales professionals today to have knowledge & skills of digital marketing for huge hikes and growth.



Business Owner

Accelerate your business growth by executing strategic & result-driven digital marketing strategies.



Looking to Switch Career

Not satisfied with your current job profile? Switch to digital marketing, the 21st century's most interesting and highly-paid skills.



A Brief About **DIGITALLY CODE**



India's Most Trusted Digital Marketing Institute

Digitally Code is a leading IT training institute and software development company based in Jaipur. Since 2021, Digitally Code has trained 500+ students and offered internship opportunities to 300+ candidates.

With an expert team of trainers in various technological fields, the institute has helped thousands of students across India and other Asian countries to acquire new skills and explore high-paying career opportunities.

Our learners are working at top brands, enterprises, and unicorns across India and globally.



Why
Learn
**Digital
Marketing**
With
**Digitally
Code**
Only?





Trusted by **1k+** Learners

We are the #1 preference of more than 1k+ learners in India. Our training quality and support system intrigue learners.



Expert Trainers

You will learn digital marketing from expert trainers having 10+ years of experience in the field. We ensure high-quality training always.



Completely Practical-Oriented

Digital marketing is a skill that requires immense practice. For that, we offer 100% practical training with regular assignments, assessments, and projects.



Industry-Recognized Certification

You will learn digital marketing from expert trainers having 10+ years of experience in the field. We ensure high-quality training always.



Online & Offline Batches

You can upskill yourself from anywhere by joining our live training batches. We also provide intensive & digitized classroom training in Jaipur.



Hands-On Live Projects

You will apply all the digital marketing practices on real websites (no dummies), business accounts, and make use of premium tools.



Most Comprehensive Curriculum Ever

The digital marketing course by Digitally Code includes India's most comprehensive curriculum, covering all breadths and depths in detail & practically.



300+ Placement Partners

Digitally Code is the proud partner of nearly a hundred organizations in India hiring digital marketers. We assist you to get placed once your training is done.



Guaranteed Job Assistance

On course completion, we assist you with job interviews and resume building. Next, your interviews are arranged with top companies to help you land the job easily.



Free Access to Premium Resources

During the training, you will get access to numerous paid tools and other resources for SEO, SMM, Ads, Blogging, and more.



Dear Learner,

Digital marketing is the present and the future. It is on the boom because no business can accelerate its growth without digital marketing. There are ample opportunities in the market if you have the right skills.

At Digitally Code, we focus on offering 360° training with practical learning at the forefront. Our aim is to build the digital marketers of the future and equip them with state-of-the-art skills.

We know that we are influencing the foundations upon which your future will be established. This is a responsibility that can't be taken lightly. The students we serve are on the verge of kickstarting their careers. To be able to touch their development at such a critical level is something we take very seriously.

At Digitally Code, you always get top-class training, backed by real case studies, examples, practical projects, future prospects, and the latest curriculum. As the proud founder of Digitally Code, I wish you a successful & thriving career in digital marketing.

All the best!

Riyaz Khan Malwan
Founder, Digitally Code



Digital Marketing Course Curriculum

Course Curriculum



Module 01

Introduction to Digital Marketing

- ❖ What is Digital Marketing
- ❖ Why Digital Marketing
- ❖ Importance of Digital Marketing
- ❖ What is SERP
- ❖ What is Niche
- ❖ How Google Search Works
- ❖ Types of Digital Marketing

Module 02

On Page SEO

- ❖ **Keyword Research**
 - ☑ Type of Keywords
 - ☑ How to do Brainstorming
 - ☑ Keyword Tools
 - ☑ Google Trends
 - ☑ FAQs
 - ☑ Practice Session
- ❖ **Website URL Structure**
 - ☑ Home Page URL
 - ☑ Domain and Hosting
 - ☑ Secondary Page URIs
 - ☑ Right Form of URL
 - ☑ Page Target Attribute
 - ☑ Interlinking
 - ☑ External Linking
 - ☑ 301 Redirection
 - ☑ No-Follow And Do-Follow
 - ☑ Practice Session

❖ **Competition Analysis**

- ☑ Brainstorming in Competitor
- ☑ Competitor Research Tools
- ☑ Competitor Research Keyword Basis
- ☑ Keyword Gap Analysis
- ☑ Practice Session

❖ **Image SEO**

- ☑ Image Naming
- ☑ Image Formatting
- ☑ Image Creation
- ☑ Image Optimization
- ☑ Image Tools
- ☑ Practice Session

❖ **Content Optimization**

- ☑ Outline Creation
- ☑ Heading Hierarchy
- ☑ Page Wise Content Creation
- ☑ Content Structure
- ☑ Meta Title
- ☑ Meta Description
- ☑ EEAT Policy
- ☑ Copywriting
- ☑ Content Writing
- ☑ Content Posting
- ☑ Practice Session

Module 03

Off Page SEO

❖ **Backlink Metrics**

- ☑ DA (Domain Authority)
- ☑ PA (Page Authority)
- ☑ PR (Page Rating)
- ☑ DR (Domain Rating)

Course Curriculum



- CF and TF
- Traffic Checker
- Total Backlink Count
- Spam Score Calculation
- Backlink Research Tools
- Practice Session

❖ Backlink Types

- Profile Submission
- Web 2.0 Submission
- Question Answer Submission
- Article Submission
- Classified Submission
- Bookmarking
- Directory Submission
- Forum Submission
- Infographic Submission
- Image Submission
- Blog Commenting
- Document Submission
- PR Submission
- PDF Submission
- Guestbook Submission
- Video Submission
- Broken Backlinks
- Guest Posting
- Backlink Gap Analysis
- HARO
- Practice Session

- Sitemap
- Robots
- Discover
- Crawling
- Indexing
- Search Console
- Practice Session

❖ Navigation Targeting

- Schema Markup
- Canonicalization
- Hreflang Tag
- Google Knowledge Panel
- Ranking Factor
- Sitelinks
- Html Sitemaps
- Redirection
- Pagination
- SEO Forecasting
- Core Web Vitals
- Page Speed
- Mobile-Friendliness
- International SEO
- Ecommerce SEO
- Content Delivery Networks (CDNs)
- Accelerated Mobile Pages (AMPs)
- Voice Search Optimization

❖ SEO in CMS

- Javascript SEO
- Wordpress SEO
- Shopify SEO
- Custom Site SEO

❖ Analytics and Tracking

- Google Analytics
- Google Search Console
- Microsoft Bing Webmaster
- Google Tag Manager
- Other Search Engine Webmaster

Module 04

Technical SEO

❖ Crawling and Indexing

- Google Bot
- How Google Crawls

Course Curriculum



- Looker Studio
- Microsoft Clarity

❖ Ranking And Search Appearance

- AI SEO
- byline dates
- Design SEO

❖ Advanced Technical SEO

- Crawl Budget Optimization
- Log File Analysis
- Programmatic SEO
- Automation
- Monitoring
- Regex in Tools
- Cloud Console
- Script Analysis
- API Integration
- Tools
- Practice Session

Module 05

Social Media Marketing

❖ Instagram

- Profile Optimization
- Hashtag Research
- Content Creation
- Ranking Factors
- Planning and Monitoring

❖ Facebook

- Profile Optimization
- Hashtag Research
- Content Creation
- Ranking Factors
- Planning and Monitoring

❖ Pinterest

- Profile Optimization
- Hashtag Research
- Content Creation
- Ranking Factors
- Planning and Monitoring

❖ Youtube

- Profile Optimization
- Hashtag Research
- Content Creation
- Ranking Factors
- Planning and Monitoring

❖ LinkedIn

- Profile Optimization
- Hashtag Research
- Content Creation
- Ranking Factors
- Planning and Monitoring

❖ Twitter

- Profile Optimization
- Hashtag Research
- Content Creation
- Ranking Factors
- Planning and Monitoring

❖ Social Media Ads

- Instagram:** Keyword Research, Creative Design, Targeting, Content Creation, Types of Tools Analysis
- Facebook:** Keyword Research, Creative Design, Targeting, Content Creation, Types of Tools Analysis
- LinkedIn:** Keyword Research, Creative Design, Targeting, Content Creation, Types of Tools Analysis

Course Curriculum



- ✓ **Twitter:** Keyword Research, Creative Design, Targeting, Content Creation, Types of Tools Analysis
- ✓ **Youtube:** Keyword Research, Creative Design, Targeting, Content Creation, Types of Tools Analysis
- ✓ **Pinterest:** Keyword Research, Creative Design, Targeting, Content Creation, Types of Tools Analysis

❖ Social Media Tools

- ✓ Canva
- ✓ Creator Studio
- ✓ Sprout Social

❖ GMB Optimization

- ✓ Setting up a GMB profile
- ✓ Verifying a GMB profile
- ✓ Adding photos
- ✓ Adding posts
- ✓ Managing reviews
- ✓ Optimizing a GMB description
- ✓ Ranking factors
- ✓ Local search results

Module 06

Paid Marketing

❖ Google Ads Optimization

- ✓ Keyword Research for PPC
- ✓ Ad Copy
- ✓ Campaign Creation
- ✓ Landing Page Optimization
- ✓ Bid Management and Budgeting
- ✓ Conversion Tracking and Analytics
- ✓ Practice Session

❖ Bing Ads

- ✓ Keyword Research for PPC
- ✓ Ad Copy
- ✓ Campaign Creation
- ✓ Landing Page Optimization
- ✓ Bid Management and Budgeting
- ✓ Conversion Tracking and Analytics
- ✓ Practice Session

❖ Tiktok Ads

- ✓ Keyword Research for PPC
- ✓ Ad Copy
- ✓ Campaign Creation
- ✓ Landing Page Optimization
- ✓ Bid Management and Budgeting
- ✓ Conversion Tracking and Analytics
- ✓ Practice Session

❖ Ads Reporting

- ✓ Looker Studio Report
- ✓ Monthly Budget Report
- ✓ Ads Script

Module 07

Other Skills

❖ Email Marketing

- ✓ Email List Building
- ✓ Email Campaigns and Automation
- ✓ Email Design and Copywriting
- ✓ Email Deliverability and Compliance
- ✓ Email Analytics and Optimization

❖ Influencer Marketing

- ✓ Influencer Identification and Outreach
- ✓ Influencer Collaborations and Campaigns

Course Curriculum



- ✓ Influencer Compensation and Agreements

❖ APP STORE OPTIMIZATION

- ✓ Why is it important?
- ✓ How is App SEO done?
- ✓ Character Limit in Title and Description
- ✓ Why rating and reviews are important factors
- ✓ Advertise your application

❖ AFFILIATE MARKETING

- ✓ An introduction to affiliate Marketing
- ✓ Types of Affiliate Programmes
- ✓ When do you use Affiliate Marketing?
- ✓ Top Affiliate Earners in India
- ✓ Choose the best affiliate networks
- ✓ Grow your Business with Affiliate Marketing.

Module 08

Special Digitally Code

❖ Certification Programs

- ✓ Google Certification

- ✓ Digitally Code Certification
- ✓ Semrush Certification
- ✓ Google Analytics certification
- ✓ HubSpot Content Marketing Certification
- ✓ Microsoft Advertising Certified Professional Exam

❖ Freelance Guidelines

- ✓ Freelancing Overview
- ✓ Types of Freelancing Work
- ✓ Finding Clients: Freelance Websites
- ✓ How to grab freelancing Projects

❖ Interview Preparation

- ✓ Interview Preparation Essentials
- ✓ Essential Tools and Resources to Help You Succeed
- ✓ How to Crack Any Interview? Industry Secrets
- ✓ Written Test Preparation
- ✓ Mock Interview Session



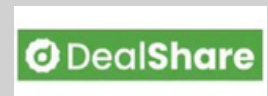
Job/Placement Assistance

Once you complete the Digital Marketing Course, you will get advanced placement assistance to help you prepare for the job. We will evaluate your skills, prepare you for the interview, and arrange interviews with top companies.

- Interview Preparation and Live Practice
- Appealing Resume Building
- Conducting Interviews at Various Companies
- Internship Opportunities
- Getting High-Paying Freelance Projects



Students We've Trained Work at Renowned Companies, Startups, and Brands



Take Your Career's Most Important Step Today

Towards Building a Thriving Career in Digital Marketing!

- **Course Duration:** 6 Months
- **Fees:** Call us for fee details as we offer varied discounts

Call Now to Book 2-Days of FREE Demo Classes: +91-78778-85028

Contacts Us:

 digitallycode.com

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