



ADVANCED DIGITAL MARKETING TRAINING PROGRAM

Google
Partner



TRAINING CURRICULUM



**WEBSITE & BLOG
DEVELOPMENT**



**SEARCH ENGINE
OPTIMIZATION**



**GOOGLE
ADS**



**GOOGLE
ANALYTICS**



**SOCIAL MEDIA
MARKETING**



**CONTENT
MARKETING**



**EMAIL
MARKETING**



**AFFILIATE
MARKETING**



**LEAD
GENERATION**

WHAT WE OFFER

- **60 Days Live Training**
- **Daily Classes**
- **Affordable Fees**
- **Live Projects**
- **Training Certificate**
- **Interview Training**
- **Job Placement Support**

Course Includes 12+ Modules

- Search Engine Optimization
- Social Media Marketing
- Online Advertising
- Web Hosting & Domain
- Blogging & WordPress Development
- Influencer Marketing
- Affiliate Marketing
- Analytics & Web Master
- Content Marketing
- Email Marketing & Lead Generation



WEBSITE AND BLOG DEVELOPMENT (WORDPRESS & BLOG)

- Domain & Hosting
- What is Wordpress
- How to Setup Wordpress
- Wordpress Login
- Wordpress Dashboard
- Wordpress Admin Bar
- Wordpress Settings
- What is Gutenberg Editor
- How to Create Blocks
- How to Create Paragraph Block
- How to Create List Block
- How to Create Image Block
- How to Create Heading Block
- How to Create Gallery Block
- How to Create Embed Block
- How to Create Columns Block



WEBSITE AND BLOG DEVELOPMENT (WORDPRESS & BLOG)

- Creating a Blog Post
- What are Wordpress Plugins
- Installing Wordpress Plugins
- What is Wordpress Theme
- How to Install a Wordpress Theme
- Using Wordpress Widgets
- Managing Comments in Wordpress
- SEO in Wordpress
- Wordpress Security



SEARCH ENGINE OPTIMIZATION (SEO)

- Introduction to Search Friendly Website
- Website Optimization for Search
- Website Planning with Content
- Planning of Effective Website Design
- Introduction to Search Engine and how it works
- Introduction to SEO
- Introduction to SERP
- Keyword Research Analysis
- Keyword Research Tools
- On Page Optimization
 - Heading Tags
 - Alt Tags
 - URL Structure
 - External Linking
 - Breadcrumbs
 - Canonicalization of URL
 - Meta Tags Creation
 - Sitemap Creation

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SEARCH ENGINE OPTIMIZATION (SEO)

- Robots.txt File Creation
- Internal Linking & Anchor Text
- Google Search Console & Its Utilization
- Google Analytics Code Generation & Its Placement
- Off Page Optimization
 - What is Link Building
 - Types of Link Building
 - Creating Shareable Content
 - Directory Submission
 - Press Release Submission
 - Classified Submission
 - Social Bookmarking Submission
 - Forum Submission
 - Infographic Submission
 - Guest Posting
 - Blog Commenting
 - Business Listing (Citations)
 - Google Maps Optimization
 - Video Submission



SEARCH ENGINE OPTIMIZATION (SEO)

- Schema Markup
 - What is Schema Markup
 - Types of Schema Markup
 - How to Add Schema to the Website
- Google Algorithm Updates
- Common SEO Mistakes
 - Keyword Stuffing
 - Hidden Text
 - Duplicate Content
 - Link Spamming
 - Targeting Wrong Keywords
 - Local SEO (GMB)
 - SEO Proposal Content
 - SEO Audit
 - SEO Audit Tool



SEARCH ENGINE MARKETING (GOOGLE ADS)

- Google Ads Overview
 - Understanding Inorganic Search Result
 - Introduction to Google Ads
 - Ads Account Structure
 - Campaigns, Adgroups, Ads, Keywords
 - Classifications of Ads
- Ads Algorithm
 - Impressions
 - Click-Through-Rate (CTR)
 - What is Quality Score
 - What is Ad Rank
 - What is Bid
 - How to Create Search Campaign
- Types of Search Campaign
 - Shopping Ads
 - Google Merchant Center
 - Shopping Ads Creation
 - Campaign Level Settings and Adjustments
 - Location Targeting

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SEARCH ENGINE MARKETING (GOOGLE ADS)

- Cost Per Click Bidding Strategy
 - Manual Bidding
 - Automatic Bidding
 - Advanced Bid Strategies Enhanced CPC
 - Cost Per Acquisition Bidding
- Keywords Match Type in Google Ads
 - Searching Keywords
 - Adding Keywords
 - Understanding Keywords
 - Negative Keywords
- Ad Writing Techniques
 - Call to Actions
 - Ad Title
 - Ad Description
 - Display URL
 - Destination URL



SEARCH ENGINE MARKETING (GOOGLE ADS)

- Conversion Tracking Code
 - What is Conversion Tracking Code
 - Importance of Conversion
 - Tracking Code
 - How to Generate Conversion
 - Tracking Code
 - How to Upload Conversion
 - Tracking Code
 - Checking the Reports of
 - Conversion Tracking
- Display Campaign
 - What is Display Campaign
 - Types of Display Campaign
 - Creating Display Campaign
 - Understanding Cost Per Thousand
 - Impression Bid (CPM)
 - Ad Delivery
 - Ad Scheduling



SEARCH ENGINE MARKETING (GOOGLE ADS)

- Remarketing
- Advanced Advertisement
 - Hierarchy of Google Ads
 - Process of Google Ads
 - Types of Campaign
 - Creation of Campaigns
 - Understanding Bidding Strategy
 - Targeting Methodology
 - Ad Delivery
 - Ad Scheduling
 - Frequency Capping
 - Banner Creation
 - Advance Ad Targeting
 - Budgeting and Analysis
 - How to use Dynamic Keywords in a Campaign
 - Automation in Ads
 - How to Implement Re-marketing List for Search Ads



GOOGLE ANALYTICS

- Introduction to Web Analytics
- Introduction to Google Analytics
- Importance of Google Analytics
- Important Metrics of Google Analytics
- Features of Google Analytics
- Cookie Tracking
- How to Set up Google Analytics
- How to Add the Code
- Report Analysis
- Google Marketing Platforms
 - Google Survey
 - Google Optimze
 - Attribution Goal Creation
 - Filter Creation
 - Content Grouping
 - E-Commerce Setting

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GOOGLE ANALYTICS

- Heatmap Tracking
 - Understanding Goals
 - How to Set up Goals
 - Types of Goals
 - How to Set up Funnel
 - Importance of Funnel
 - Integration of Webmaster
- Tools and Google Analytics
 - How to Create Filters
 - UTM Parameter or URL Builder
 - Google Tag Manager
 - Attribution
 - Segmentation and Filteration
 - Dynamic Remarketing Implementation
 - Analytics Report Creation

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SOCIAL MEDIA MARKETING

- What is Social Media
 - Social Media Marketing
 - How it is Different from Other Channels
 - Popular Social Media Platforms
 - Social Media in India
- Facebook Marketing
 - Importance of Facebook Marketing
 - Understanding Facebook Marketing
 - Facebook Business Page
 - Edge Rank
 - How to Market Facebook Fan Page
 - Facebook Advertising
 - Types of Facebook Advertising
 - Best Practice of Facebook Advertising
 - Conversion Tracking of Facebook Ads
 - Facebook Insights
 - Pixel Implementation
 - Facebook Remarketing

05

SOCIAL MEDIA MARKETING

- Video Marketing
 - Introduction to Video Campaign
 - How to Create Video Campaign
 - Video Ad Types
 - Uploading Videos
 - YouTube for Business
 - YouTube Marketing
 - Youtube Analysis
 - Monetizing Youtube Video
- SMO Report Creation
- SMO Budget Report Creation
- Estimation Report Creation
- Twitter Marketing
- LinkedIn Marketing
- Instagram Marketing



CONTENT MARKETING

- Introduction to Content Marketing
- Definition of Content Marketing
- Goals of Content Marketing
- Content Marketing Strategy
- Need of Content Marketing
- Content Marketing Management
- Social Content Marketing
- Blogging Guide
 - What is Blog
 - Business Blogging Guide
 - Business Blogging Success
 - Needs of Business Blogging
- Lead Generation



EMAIL MARKETING

- Introduction
- Email Marketing Overview
- Email Marketing Software
- Facts of Email Marketing
- Goals of Email Marketing
- Deliverability of Email
 - What is Deliverability
 - What are ISP's
 - Functions of ISP
 - SPF, Sender ID and DKIM
 - Factors of Reputation
 - Process of Deliverability
 - Understanding the Role of ESP
- Email Designing
- Email Creative
- Types of Email Design
- Formats of Email Marketing Creative
- Things to Remember While Designing



EMAIL MARKETING

- Email Content
 - How to Improve Your Email Marketing
 - Content Spam Checking
 - Cross Check Authentication Ip's
 - Credit Score
 - Reputation
 - Feed Back Loop
- Lead Sourcing
- Source of Lead Sourcing
- Email ID Creation
- Domain Verification
- Mail Design
- Type of Mail Campaign
- Set-up Automation Campaign
- Email Broadcasting
- Blog Post Newsletter mail creation
- Mail Chimp Dashboard
- Live Campaign



AFFILIATE MARKETING

- Affiliate Marketing
 - Parties Involved in Affiliate Marketing
 - Promotional Strategy
 - Commission Structure
 - Deep Linking
 - Affiliate Network
 - Click Bank Affiliate
 - Offer Vault Offer grabbing
 - Visitors Generation
- Blogging
 - Monetization Options
- Youtube
 - Video Optimization
- Google Adsense



Become a **CERTIFIED** **DIGITAL MARKETER**

- Google Digital Unlocked
- Fundamental of Digital Marketing
- Hubspot Certification
- SEMRush Certification



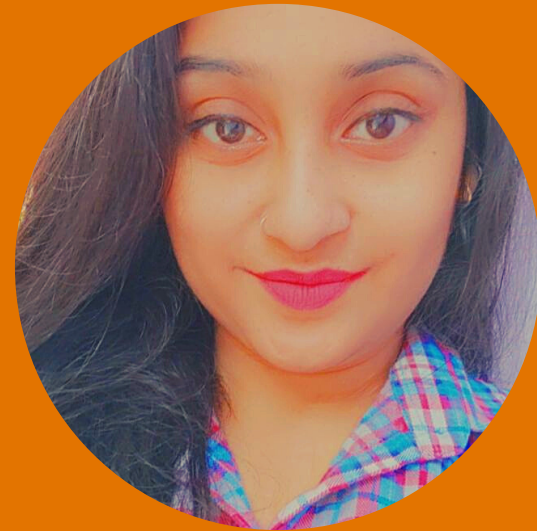
TRAINEE REVIEWS



I Joined Digital Search Technologies Private Limited as an Intern in January and I Had Learned a Lot About Digital Marketing. My Experience Was Awesome During the Training and I Highly Recommend It for Those Who Want to Learn Digital Marketing -

AMAN

I am working in "DIGITAL SEARCH TECNOLOGIES PRIVATE LIMITED" since july and I feel blessed and bliss to be a part of the best SMM, SEO, Website Development company in Lucknow. My experience with DST was Incredible.- **AKANKSHA**



I have done digital marketing course from DST i will Highly recommend they offer the best digital marketing training faculty my overall experience was great. - **ANURAG**



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