



DIGITAL SEARCH TECHNOLOGIES PVT.LTD

BEST DIGITAL MARKETING COMPANY

ADVANCED

DIGITAL MARKETING TRAINING PROGRAM

Google
Partner



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TRAINING CURRICULUM



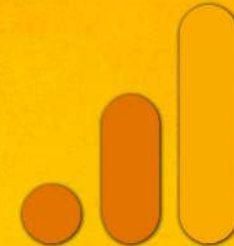
**WEBSITE & BLOG
DEVELOPMENT**



**SEARCH ENGINE
OPTIMIZATION**



**GOOGLE
ADS**



**GOOGLE
ANALYTICS**



**SOCIAL MEDIA
MARKETING**



**CONTENT
MARKETING**



**EMAIL
MARKETING**



**AFFILIATE
MARKETING**



**LEAD
GENERATION**

WHAT WE OFFER ?



- **3 MONTHS LIVE TRAINING**
- **DAILY CLASSES**
- **AFFORDABLE FEES**
- **LIVE PROJECTS**
- **TRAINING CERTIFICATE**
- **INTERVIEW TRAINING**
- **JOB PLACEMENT SUPPORT**



COURSES 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**

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Choose Your
Courses

1. WORDPRESS & BLOG DEVELOPMENT

(WORDPRESS & BLOG)



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1. Domain & Hosting
2. What is Wordpress
3. How to Setup Wordpress
4. Wordpress Login
5. Wordpress Dashboard
6. Wordpress Admin Bar
7. Wordpress Settings
8. What is Gutenberg Editor
9. How to Create Blocks
10. How to Create Paragraph Block
11. How to Create List Block
12. How to Create Image Block
13. How to Create Heading Block
14. How to Create Gallery Block
15. How to Create Embed Block
16. How to Create Columns Block

1. WORDPRES & BLOG DEVELOPMENT

(WORDPRESS & BLOG)



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17. Creating a Blog Post
18. What are Wordpress Plugins
19. Installing Wordpress Plugins
20. What is Wordpress Theme
21. How to Install a Wordpress Theme
22. Using Wordpress Widgets
23. Managing Comments in Wordpress
24. SEO in Wordpress
25. Wordpress Security



2. SEARCH ENGINE OPTIMIZATION

(SEO)



1. Introduction to Search Friendly Website
2. Website Optimization for Search
3. Website Planning with Content
4. Planning of Effective Website Design
5. Introduction to Search Engine and how it works
6. Introduction to SEO
7. Introduction to SERP
8. Keyword Research Analysis
9. Keyword Research Tools
10. On Page Optimization

- **Heading Tags**
- **Alt Tags**
- **URL Structure**
- **External Linking**
- **Breadcrumbs**
- **Canonicalization of URL**
- **Meta Tags Creation**
- **Sitemap Creation**

2. SEARCH ENGINE OPTIMIZATION

(SEO)



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- Robots.txt File Creation
- Internal Linking & Anchor Text
- Google Search Console & Its Utilization
- Google Analytics Code Generation & Its Placement

11. 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



2. SEARCH ENGINE OPTIMIZATION

(SEO)



- Schema Markup
- What is Schema Markup
- Types of Schema Markup
- How to Add Schema to the Website

12. Google Algorithm Updates

13. 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

3. SEARCH ENGINE MARKETING

(GOOGLE ADS)



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1. Google Ads Overview

- Understanding Inorganic Search Result
- Introduction to Google Ads
- Ads Account Structure
- Campaigns, Adgroups, Ads, Keywords
- Classifications of Ads

2. Ads Algorithm

- Impressions
- Click-Through-Rate (CTR)
- What is Quality Score
- What is Ad Rank
- What is Bid
- How to Create Search Campaign

3. Types of Search Campaign

- Shopping Ads
- Google Merchant Center
- Shopping Ads Creation
- Campaign Level Settings and Adjustments
- Location Targeting



3. SEARCH ENGINE MARKETING

(GOOGLE ADS)



4. Cost Per Click Bidding Strategy

- Manual Bidding
- Automatic Bidding
- Advanced Bid Strategies Enhanced CPC
- Cost Per Acquisition Bidding

5. Keywords Match Type in Google Ads

- Searching Keywords
- Adding Keywords
- Understanding Keywords
- Negative Keywords

6. Ad Writing Techniques

- Call to Action
- Ad Title
- Ad Description
- Display URL
- Destination URL

3. SEARCH ENGINE MARKETING

(GOOGLE ADS)



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7. 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

8. Display Campaign

- What is Display Campaign
- Types of Display Campaign
- Creating Display Campaign
- Understanding Cost Per Thousand
- Impression Bid (CPM)
- Ad Delivery
- Ad Scheduling

3. SEARCH ENGINE MARKETING

(GOOGLE ADS)



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9. Remarketing

10. Advanced Advertisement

- Hierarchy of Google Ads
- Process of Google Ads
- Types of Campaign o 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



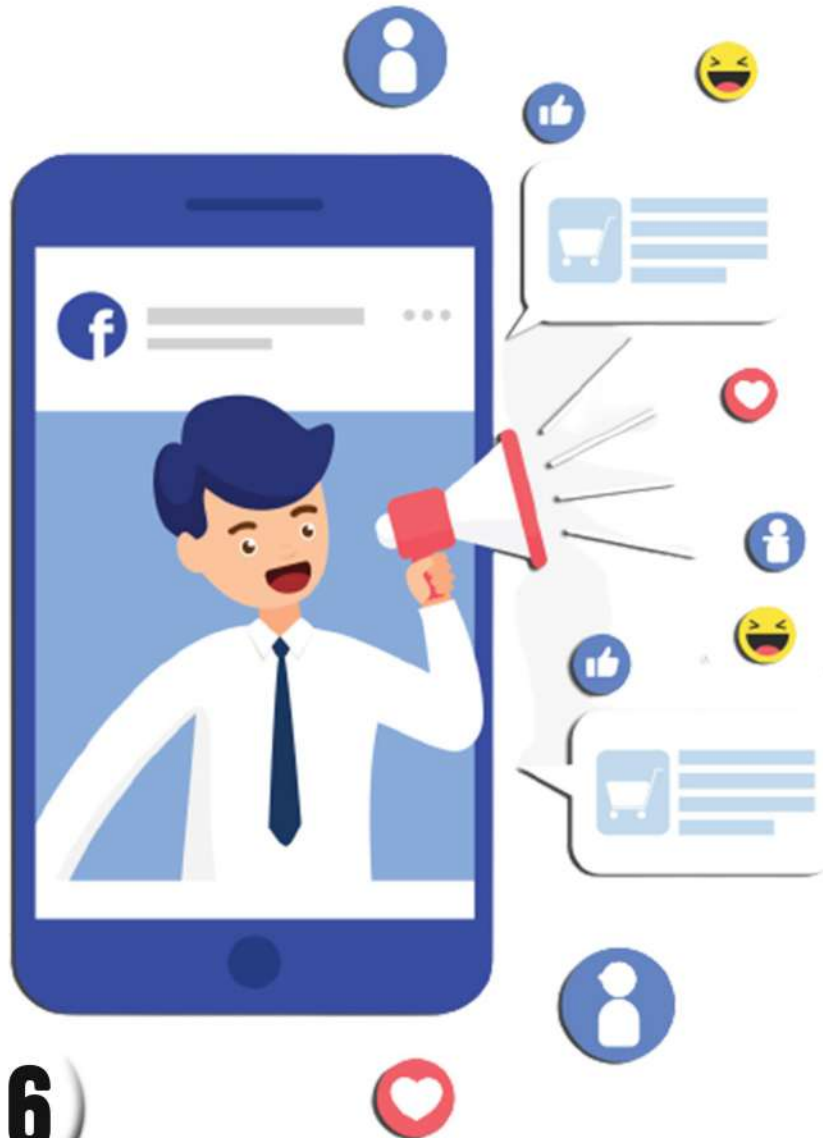
4. GOOGLE ANALYTICS

1. Introduction to Web Analytics
2. Introduction to Google Analytics
3. Importance of Google Analytics
4. Important Metrics of Google Analytics
5. Features of Google Analytics
6. Cookie Tracking
7. How to Set up Google Analytics
8. How to Add the Code
9. Report Analysis
10. Google Marketing Platforms
11. Google Survey
12. Google Optimize
13. Attribution Goal Creation
14. Filter Creation
15. Content Grouping
16. E-Commerce Setting

4. GOOGLE ANALYTICS

17. Heatmap Tracking
18. Understanding Goals
19. How to Set up Goals
20. Types of Goals
21. How to Set up Funnel
22. Importance of Funnel
23. Integration of Webmaster
24. Tools and Google Analytics
25. How to Create Filters
26. UTM Parameter or URL Builder
27. Google Tag Manager
28. Attribution
29. Segmentation and Filteration
30. Dynamic Remarketing Implementation
31. Analytics Report Creation

5. SOCIAL MEDIA MARKETING



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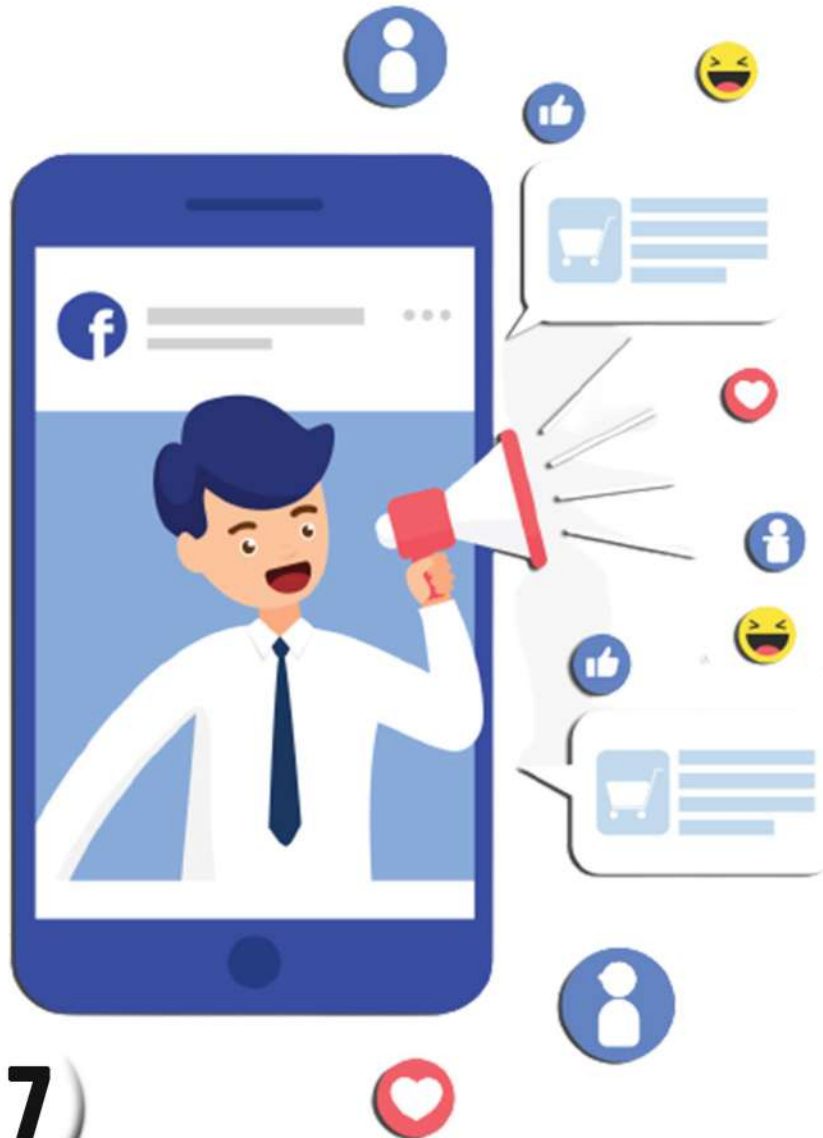
1. What is Social Media

- Social Media Marketing
- How it is Different from Other Channels
- Popular Social Media Platforms
- Social Media in India

2. 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

5. SOCIAL MEDIA MARKETING



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13. 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

14. SMO Report Creation

15. SMO Budget Report Creation

16. Estimation Report Creation

17. Twitter Marketing

18. LinkedIn Marketing

19. Instagram Marketing

6. CONTENT MARKETING



CONTENT MARKETING

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20. Introduction to Content Marketing

21. Definition of Content Marketing

22. Goals of Content Marketing

23. Content Marketing Strategy

24. Need of Content Marketing

25. Content Marketing Management

26. Social Content Marketing

27. Blogging Guide

- **What is Blog**
- **Business Blogging Guide**
- **Business Blogging Success**
- **Needs of Business Blogging**

28. Lead Generation

7. EMAIL MARKETING



1. Introduction

2. Email Marketing Overview

3. Email Marketing Software

4. Facts of Email Marketing

5. Goals of Email Marketing

6. 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

7. Email Designing

8. Email Creative Types of Email Design

9. Formats of Email Marketing Creative

10. Things to Remember While Designing

7. EMAIL MARKETING



11. Email Content

- How to Improve Your Email Marketing
- Content Spam Checking
- Cross Check Authentication Ip's
- Credit Score
- Reputation
- Feed Back Loop

12. Lead Sourcing

13. Source of Lead Sourcing

14. Email ID Creation

15. Domain Verification

16. Mail Design

17. Type of Mail Campaign

18. Set-up Automation Campaign

19. Email Broadcasting

20. Blog Post Newsletter mail creation

21. Mail Chimp Dashboard

22. Live Campaign

8. AFFILIATE MARKETING



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1. Affiliate Marketing

- Parties Involved in Affiliate Marketing
- Promotional Strategy
- Commission Structure
- Deep Linking
- Affiliate Network
- Click Bank Affiliate
- Offer Vault Offer grabbing
- Visitors Generation

2. Blogging

- Monetization Options

3. Youtube

- Video Optimization

4. Google Adsense





BECOME A CERTIFIED

DIGITAL MARKETER

- **GOOGLE DIGITAL UNLOCKED**
- **FUNDAMENTAL OF DIGITAL MARKETING**
- **HUBSPOT CERTIFICATON**
- **SEMRUSH CERTIFICATION**

Google
Partner

Google
AdWords

 **Analytics**



TRAINEE REVIEWS



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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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