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DIGITAL MARKETING TRAINING INSTITUTE™

ADVANCE DIGITAL MARKETING DIPLOMA (ADMD) 25 Modules

Module 1 : Search Engine Optimization (SEO)

<p>ON-PAGE OPTIMIZATION</p> <ul style="list-style-type: none"> - META TAGS Optimization - CANONICAL Tag Implementation - Website Analysis - Heading Tags in Contents - Description tag imp - KEYWORD RESEARCH - Keyword Proximity, Density, Analysis 	<ul style="list-style-type: none"> - Header Keyword Optimiz - Footer Keyword Optimiz - Image Optimization - Image Alt Tags - Web Page Weight / Rank - Internal Link Building - Robots file Optimization - Anchor Text - URL renaming/re-writing - Website Audit 	<p>OFF-PAGE OPTIMIZATION</p> <ul style="list-style-type: none"> - Submission to Search E - Directory Submission - Deep Linking - Blog Submission - Book Marking - Article writing/directory - Article Submissions - Classified submissions 	<ul style="list-style-type: none"> - Importance of FORUMS - Website AUDITING - SOCIAL BOOKMARKING - Press Release - Press release Submission - Directory Links : - One Way Link building - GOOGLE SITE MAPS - Sitemap Creation - XML Sitemap 	<p>- Competitor ANALYSIS</p> <ul style="list-style-type: none"> - Creating Competitor Report for Analysis. - Copyrighting - Call to Action - Copy-scape - Duplicate Content Issues - Coding Standards - Usage of all Tags - 2 LIVE Projects
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Module 2 : Social Media Marketing & Optimization (SMM)

<p>SOCIAL MEDIA OPTIMIZATION & MARKETING</p> <p>Types of social media / Key terms to understand How Social Media influences audience & Google Developing unique content, positioning and voice Integrating social media into your website and blogs How to choose right social media for your business/brand. Behavioural & cultural standard for Social Media. Linking all Social Media Accounts.</p>	<p>YOU TUBE Marketing</p> <p>Video optimization Promoting on YouTube Monetization SEO for Youtube Youtube Analytics</p> <ul style="list-style-type: none"> ✓ SLIDESHARE ✓ PINTEREST ✓ INSTAGRAM 	<p>FACEBOOK MARKETING</p> <p>Create Marketing & Advertising How to Promote Facebook pages Advertise on Facebook(PPC) Setting up Campaigns Creating Advertisements Managing & Promoting Posts Targeting the Right Audience In-page Analysis / Analytics</p>	<p>LINKEDIN</p> <p>Marketing on LinkedIn Advertise on LinkedIn Using LinkedIn for business</p> <p>GOOGLE PLUS</p> <p>Using Google Plus for Businesses, Hangouts.</p> <p>TWITTER MARKETING</p> <p>Using twitter for business</p>
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Module 3 : GOOGLE ADWORDS with GOOGLE Certification (100% Guarantee)

<p>PPC TRAINING INTRODUCTION</p> <p>What is Pay per Click Marketing Importance & Benefits of PPC Other Pay-Per-Click Providers What is Google AdWords? How to set up PPC Campaign</p> <p>GOOGLE ADWORD NETWORKS</p> <p>Search- Searching on Google (.Com, .in, .ph etc.) Search Partners- (AOL, EarthLink, Powered by Google, Site Search/</p> <p>SET-UP PPC CAMPAIGN</p> <p>PPC campaign Navigation</p>	<p>Use Multiple Account</p> <p>"CLICK-THROUGH-RATES" CTR</p> <p>What is Impression? What is "Cost/Conversion"? What is Tracking Code?</p> <p>WHAT IS KEYWORD RESEARCH?</p> <p>Diff between SEO & PPC keywords Keywords popularity, Search Volume Categorize Keywords in Ad groups. Keyword Types: Broad, Exact, Phrase</p> <p>CREATE EFFECTIVE ADS AD GROUPS</p> <p>Measurement of Title, Desc URL, Ad that produce better ROI</p>	<p>WHAT IS QUALITY SCORE?</p> <p>How Quality Score Effect on Bids? How to Increase Position on Search?</p> <p>BID FOR AD POSITION/ BID MANAGEMENT</p> <p>User Define bids/Automatic Bids Importance of bidding techniques Competitors Analysis for bidding</p> <p>WHAT IS LANDING PAGE?</p> <p>Ads versus Landing Page 'Call to Action'/Cost/Conversion</p>	<p>DISPLAY NETWORK CAMPAIGN</p> <p>(Creating Image/Video /Text/Flash Banner) Navigation through Menus Home/Campaigns/Opportunities/ Tools & Analysis, Billing Account</p> <p>VIDEO MARKETING</p> <p>Learn to Give Ads on Youtube Videos, In-stream Video Marketing, Bumper Ads, Display Ads on Youtube</p> <p>2 GOOGLE Certifications</p>
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<h2>Module 4: Advanced Adwords MCC</h2> <p>MCC (My Client Centre), LINKING EXISTING ADWORDS WITH MCC : MERCHANT CLIENT CENTRE, CAMPAIGN PERFORMANCE REPORTS. Large advertisers with more than one AdWords account, Third parties such as: Agencies, Search engine marketers (SEMs), Automated bid managers (ABMs) HOW TO CREATE A MANAGER ACCOUNT, HOW TO LINK & UNLINK TO AN ADWORDS ACCOUNT OR MANAGER ACCOUNT. Inviting users to your account, Managing account access levels, Managing your account structure, Creating an optional login AdWords account.</p>		<h2>Module 5: Remarketing/Conversion</h2> <p>REMARKETING & Conversions with Adv. GOOGLE ADWORDS Standard remarketing: Show ads to your past visitors, Display Network websites and use Display Network apps. Dynamic remarketing: Boost your results with DYNAMIC REMARKETING, Remarketing for mobile apps, Remarketing lists for search ads, Video Remarketing. HOW CONVERSION TRACKING works Website actions: Purchases, sign-ups, and other actions that customers, complete on your website. Phone calls: Calls directly from your ads, App installs and in-app actions .. etc.</p>	
<h2>Module 6 : Google Analytics</h2>			
<p>Introduction to Web Analytics WHAT IS WEB ANALYTICS Purpose of analytics in Internet Marketing Admin Interface, Setting up an accounts and Web properties Managing account / Users</p>	<p>Google Analytics Interface Home Tab /Real-time Data DASHBOARD Widgets / Customize dashboard Date selection and comparison EXPORTING REPORTS/ EMAILING REPORTS</p>	<p>ADVERTISING ANALYTICS ADWORDS DATA ANALYSIS Keywords/Keyword Positions Traffic Sources Overview of Traffic sources Sources / Direct Search, Organic / Keywords /Paid / Referral</p>	<p>SEO (WEBMASTER TOOLS) Social /Content Analysis Site content /Speed/Search Events /Experiments In-page Analytics CONVERSION TRACKING Goals / Calculating the ROI Custom reporting.</p>
<h2>Module 7 : MOBILE Marketing</h2> <p>MOBILE MARKETING industry is booming. Specific, Measurable, Achievable, Realistic and Timely. Adwords UNIVERSAL APP Mobile Marketing & PPC strategy must align with your greater business goals. A few examples of PPC goals are increasing clicks to your website, improving click conversions. There are a number of factors in App marketing, including branding, keywords, and competition. .etc.</p>		<h2>Module 8 : Google AdSense</h2> <p>Google AdSense - Monetization Google AdSense Why is the internet biggest source of information? Do you think that people just publish a blog or provide piece of information for nothing? A platform by Google through WHICH YOU CAN EARN MONEY BY PLACING ADS ON YOUR BLOG/WEBSITE. LEARN TO MAKE MONEY VIA ADS with GOOGLE ADSENSE</p>	
<h2>Module 9 : EMAIL MARKETING</h2> <p>EMAIL MARKETING EMAIL MARKETING Electronic marketing is directly marketing a commercial message to a group of people using email. Create Attractive & Creative Newsletters with Various Themes. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It involves using email to send ads, request business, or solicit sales or donations, & is meant to build loyalty, trust, or brand awareness.</p>		<h2>Module 10 : O R M</h2> <p>ONLINE REPUTATION MANAGEMENT ORM - stands for Online Reputation management. ORM basically influences the reputation of an individual's or businesses. The advancement of internet and social media use, along with reputation management companies, have made it primarily an issue of search results. You learn how to remove and overlap the negative complaints or using SEO tactics to influence results and much more.</p>	
<h2>Module 11 : Google Webmaster Tools</h2>		<h2>Module 12 : CONTENT MARKETING</h2>	
<p>GOOGLE WEBMASTER TOOLS Search Console What is Webmaster Tools Site working on Search Console Refine personal & site settings Manage & Monitor your site</p>	<p>Search Traffic Google Index Crawl & Fetching your site Submitting your verification code Testing Robot.txt & Sitemaps Security - Check for errors</p>	<p>Infographics CONTENT MARKETING are a visually compelling Communication medium that done well can communicate complex data! An Infographic that is linked and compelling by its Nature will drive traffic to your website and blog as people "share" & "click". A visual format that is potentially viral. They take deep data and present it in a visual shorthand.</p>	
<h2>Module 13: Digital Marketing & Viral</h2> <ol style="list-style-type: none"> How to Start a Digital Marketing Agency Where do I get my clients from, places and areas to look for? Approach and Strategies to Convert your prospective clients How to Pitch to your clients, prove Digital Marketing is superior Target Oriented Marketing - Impress with Analytics Viral Marketing TIPS & TRICKS 		<h2>Module 14 : CREATING A BLOG</h2> <p>CREATING A BLOG Responsive BLOG Themes which is Mobile, Tablet & Desktop Compatible. Add Categories, Posts and Comments. Easily build a blog on Google Blogger Customizable, Mobile-ready designs and themes With hosting and support from Google.</p>	
<h2>Module 15 : MEDIA Buying & Selling</h2> <p>MEDIA BUYING is the business of purchasing advertising space, Media Buying comes in different formats, such as banner ads, text ads and video ads. Why should you definitely use Media Buying for your business? Benefits and Advantages. Profitable Media Buying Campaign from Start to Finish.</p>		<h2>Module 16 : Creating WEBSITE</h2> <p>Creating a WordPress Website for Online Presence Personalize your brand, Customize your site, Have control over the look and feel of your website, from Its domain name to its layout, colours, and content. No designing skills needed, Templates, Create a Professional Responsive & Mobile Website.</p>	



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<h2>Module 17: WEBINAR MARKETING</h2> <p>WEBINAR MARKETING & BENEFITS Logistics, Direct interaction, launch feedbacks, webinar tools & services. Webinar tools and platforms. The Webinar benefits that can be obtained by the promotion of products, personal business and offline products for your company using the webinar technology are many. Learn - use Webinar for your Business – amazing benefits Apply the Top Webinar Marketing Tools,</p>		<h2>Module 18 : AFFILIATE Marketing</h2> <p>Affiliate marketing is the process of earning a commission by Promoting other people's (or company's) products. You find a product you like, promote it to others and earn a piece of the Profit for each sale that you make. Affiliate Marketing has just Started in India contrarily to what it is in US. Earning opportunity In affiliate marketing is unlimited. At DMTI you will learn How to Earn commission from Amazon, Flipkart, Jabong..etc.</p>	
<h2>Module 19 : LEAD GENERATION</h2>			
<p>Every businessman wants leads to his business</p> <ol style="list-style-type: none"> 1. How To Create Your 'Bribe' Offer 2. How To Create A High Converting Page 		<ol style="list-style-type: none"> 3. Joining Give Away Events 4. Adding Your Offer to Thank You Page 5. Ad Swaps - from third party sites 	
<h2>Module 20: FREELANCING Techniques</h2> <ol style="list-style-type: none"> 1. Freelancing Website, Best practices, 2. Registering on Freelancing Web sites, 3. Applying for online jobs, 4. Micro job sites - application & posting 5. Forum promotions, Accepting payments 		<h2>Module 22 : Design Graphics</h2> <p>Graphics effectively communicate, visual representations of information. Create your own graphic for clients and Social media. In 2017 Graphics will rule. Graphics are more appealing then text.</p>	
<h2>Module 23: LANDING Page Technique</h2> <ol style="list-style-type: none"> 1. Elements of Landing Page 2. Acquiring Stunning Landing Pages 3. WordPress Themes & Plugins 4. CTA Placement & Optimization 5. Landing Page from third party sites 		<div style="background-color: red; color: white; padding: 5px; display: inline-block;">You get 4 Certifications.</div> <ol style="list-style-type: none"> 1. GOOGLE AdWords Certification 2. GOOGLE ANALYTICS Certification 3. ADMD Certification 4. CDMP Exam 	
<h2>Module 24 : Top #5 Digital Marketing Tools for Online Business</h2>			
<p>#1 TOOL Learn SOCIAL MEDIA MANAGEMENT SYSTEM for brand management</p> <p>#2 TOOL LEARN FROM EXTRA 21 EBOOKS & VIDEOS additional knowledge bank on Digital Marketing</p> <p>#3 TOOL Get SNAPCHAT MARKETING VIDEO TRAINING – latest trend on Digital platform.</p> <p>#4 TOOL Get WhatsApp Video Training on How to Use WHATSAPP for BUSINESS</p> <p>#5 TOOL Learn a LEAD Generation Tool - to get more Conversions</p>			
<h2>Module 25: GOLD SUBSCRIPTION</h2>			
<p>Access to ONLINE DIGITAL LIBRARY "3 MONTH GOLD Subscription" to Online Videos 25 Modules+ Catch up on missed lectures–Or Revise Forgotten Modules - *****WORTH 12,550/-</p>			
		www.dmti.co.in	
<p>ADMD COURSE IS IDEAL FOR :</p> <ul style="list-style-type: none"> ➤ MBA Marketing & Marketing heads ➤ Media Advertising Professionals ➤ Entrepreneurs & CEO's ➤ Job and Career Seekers ➤ Free-lancers, Bloggers & Web Designers ➤ Graduates, HSC Students. 		<p>COURSE FEATURES :</p> <ul style="list-style-type: none"> ✓ 80% PRACTICALS - CLASSROOM BASED TRAINING ✓ Work on 18 Projects & Campaigns ✓ 100% JOB ASSISTANCE ✓ Support for Google Certification ✓ HANDLE CAMPAIGNS INDEPENDENTLY ✓ All Inclusive of Books and Certificates 	
<p>Limited Offer Fees : Rs. 45,550 [\$ 745]</p> <p>**All-inclusive of GST, Books, 4 Certifications, 25 Modules**</p> <p>CLASSROOM TRAINING at Dadar / Matunga & Andheri West </p>			



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