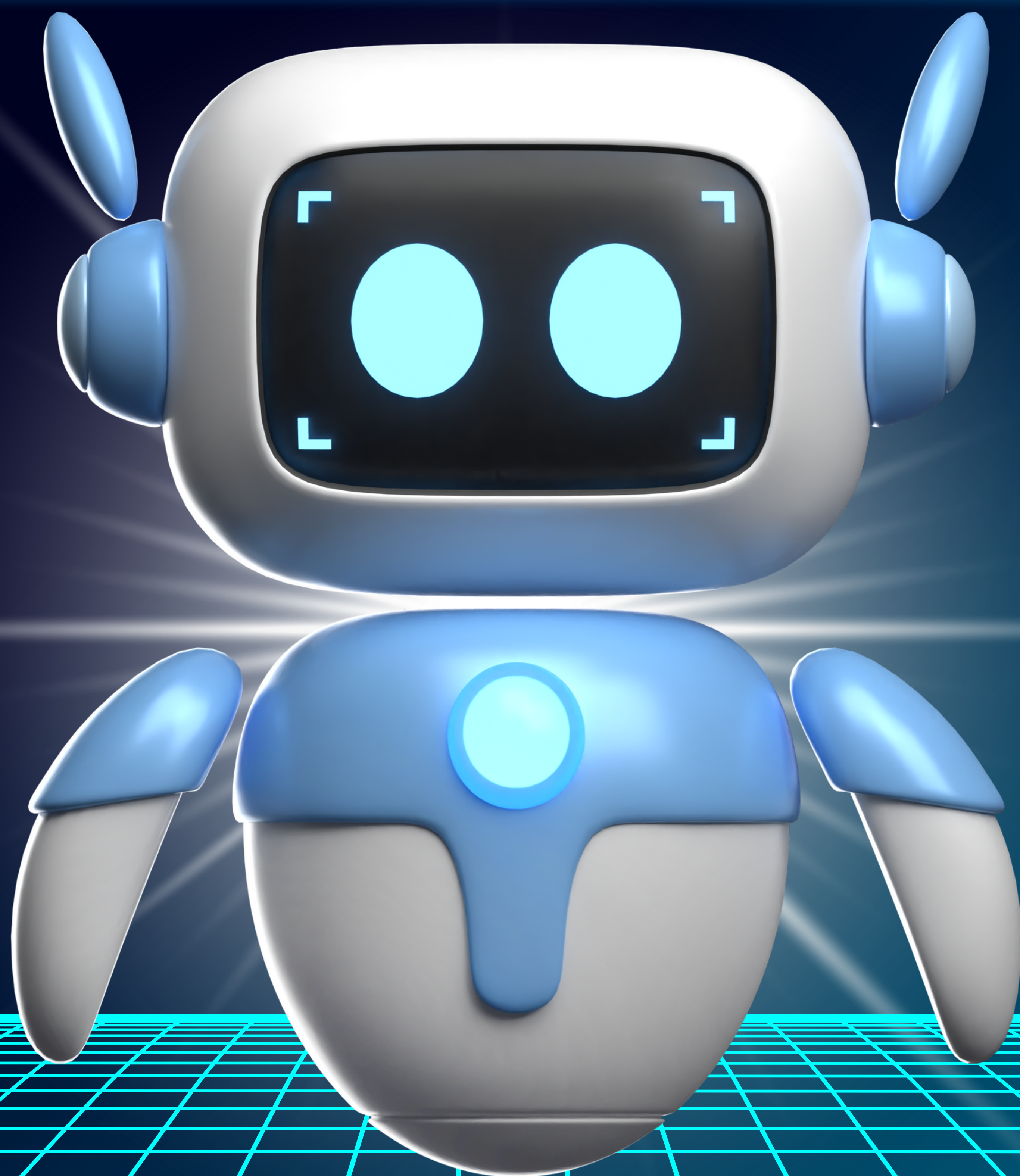


AI POWERED DIGITAL MARKETING COURSE

Job Oriented Program



contact - 8080734013/ 9158504667

DEVELOP A PASSION
FOR LEARNING. IF YOU
DO, YOU WILL NEVER
CEASE TO GROW.

- Anthony J. D'Angelo


Academy for Ads
Yash Kumar



AdWords Fundamentals

You know the basics of Google AdWords and how to promote your business online.

VALID THROUGH
5/10/2018




INBOUND CERTIFIED

YOUR NAME HERE

The bearer of this certificate is hereby deemed fully capable and skilled in the methodology of inbound marketing. He/she has been tested on best practices and is capable of applying them to attract strangers, to convert visitors, to close leads and to delight customers.




CEO Brian Halligan



Analytics Certification

LEO TOHYAMA

is hereby awarded this certificate of achievement for the successful completion of the Google Analytics certification exam.



VALID UNTIL
April 24, 2018




AdWords Certification

MARGOT DA CUNHA

is hereby awarded this certificate of achievement for the successful completion of the Google AdWords certification exams.



VALID THROUGH
November 11, 2015




AdWords Display Certification

YOUR NAME HERE

is hereby awarded this certificate of achievement for the successful completion of the Shopping certification exams.



VALID THROUGH
January 19, 2016




Mobile Advertising Certification

YOUR NAME HERE

is awarded this certificate for passing the AdWords Fundamentals and Mobile Advertising exams.



VALID THROUGH
8 July, 2016



Google

Video Advertising Advanced Certification

ALI MASERRAT

is hereby awarded this certificate of achievement for the successful completion of the video advertising advanced certification exam.



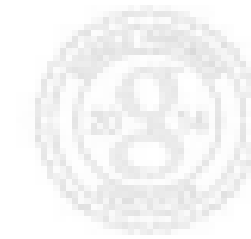
VALID THROUGH
12 October, 2015

Google

Shopping Advertising Certification

YOUR NAME HERE

is hereby awarded this certificate of achievement for the successful completion of the Shopping certification exams.



VALID THROUGH
January 19, 2016



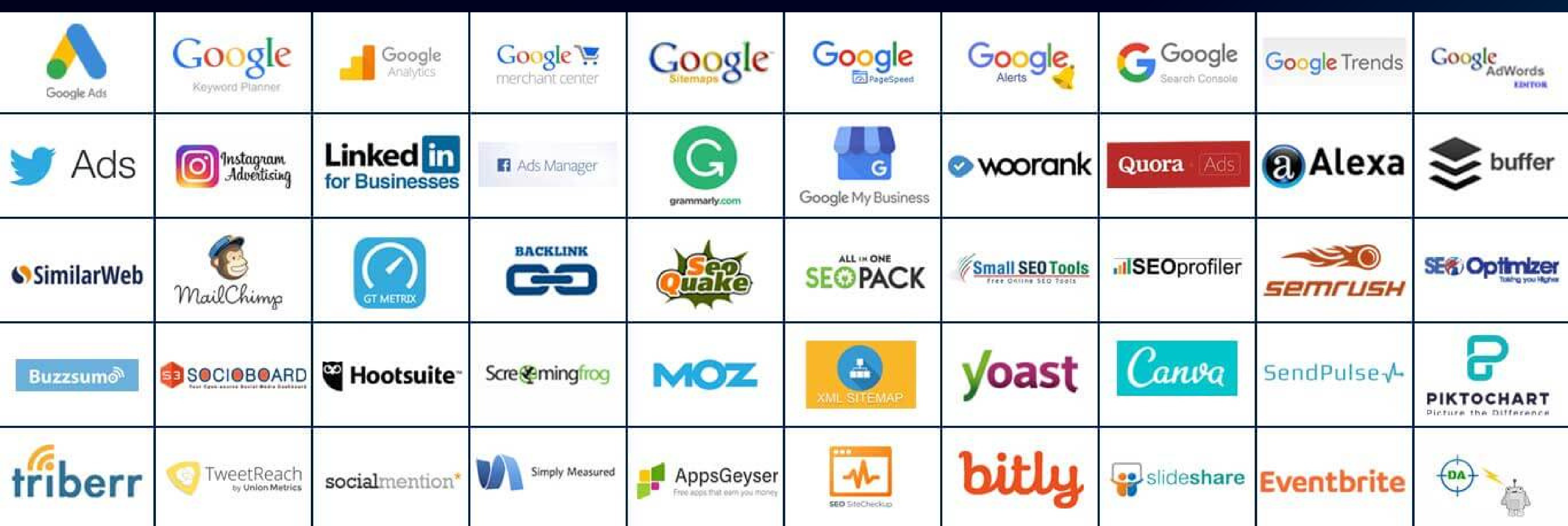
About Us?

We are a group of individuals who have worked in the field of the IT industry in various segments. We provide training in software development, software testing, web development, and digital marketing. Our style of training combines high-quality theoretical education with extensive practical exposure to live projects along with extensive placement assistance.

Why we?

- we have more than 9+ years of experienced trainers.
- We deliver live interactive training to students
- 100% Placement Assurance
- we provide mock interviews, soft skills interview sessions from industry experts.
- Industry ready syllabus.

Modules We Cover



COURSE DURATION & ELIGIBILITY

Duration:

**Weekday Batches - 3 Months, Weekend
batches - 4 Months**

Eligibility: Any Graduate

Digital Marketing Course Syllabus

Module 1: Digital Marketing Overview

- Digital Marketing Introduction
- Digital Marketing Vs Traditional Marketing
- Digital Marketing Channels
- Digital Marketing Scope & Career

Module 2: AI In Digital Marketing & Tools

Introduction To AI In Digital Marketing

- Understand What Is AI In Digital Marketing
- Benefit Of Using AI In Digital Marketing
- Overview Of Top Trending Popular AI Tools In

Digital Marketing

Tools:

- Chatgpt
- Copy.Ai
- Rytr
- Midjourney
- Captions

Module 3: Blog Creation

- Understanding Blog & Post
- Introduction To Blogger.Com
- Creating Post & Pages
- Customizing Theme & Setting

Module 4: Business Website Creation

- Introduction To Domain & Hosting
- Introduction To WordPress
- Installing Themes
- Installing Plugins
- Creating & Designing Web Pages
- Using Elementor (Page Builder)

Module 5: E-Commerce Creation

- Understanding E-Commerce
- Installing Woo – Commerce
- Product Listing
- Store Setup Setting

Module 6: Graphic Creation

- Canva Image creation
- Video editing
- filmora video editing

Module 7: Video Creation

- Introduction To Powtoon
- Creating Animated Video
- Creating Presentation Video

Module 8: Reels Mastery Program

Introduction To Instagram Reels

How To Create Engaging Reels Content

Techniques To Create And Shoot Reels

Matching-Up With Trending Audio & Music

Understanding & Applying Latest Trends & Challenges

How To Grow Audience With Reels

Module 9: Search Engine Fundamental

- What Is Search Engine
- Top Search Engines
- How Search Engine Works

Module 10: Introduction To SEO

- What Is SEO
- Types Of SEO

Module 11: On Page SEO

- What Are Meta Tags & Importance
- Meta Title
- Meta Description
- Meta Keywords
- URL Optimization
- Content Optimization
- Keywords / Keywords Density
- Bold / Italic / Underline
- Heading 1 To 6
- Anchor Text
- Page Load Time Optimization
- Image Optimization
- Favicon

Digital Marketing Course Syllabus

Module 12: Off Page SEO

- What Are Backlinks & Its Importance
- Precautions To Create Backlinks
- Domain & Page Authority
- Do Follow & No Follow
- Keyword In Anchor Text
- Where & How To Create Backlinks
- Business Directory Sites
- Social Book Marketing Sites
- Video Submission Sites
- PPT Submission Sites
- Image Submission Sites
- Blog Commenting
- Guest Posting
- Web 2.0

Module 13: Technical SEO

- What Is Sitemap & Importance
- What Is Robots.Txt & Importance
- What Is SSL & Importance
- What Is Schema & Importance
- What Is AMP & Importance
- 404 Error
- 301 / 302 Redirection
- Canonical Tag

Module 14: Local SEO

- Local SEO Introduction
- Local SEO Ranking Factors
- Google My Business Setup

Module 15: Video Optimization

- Video Optimization Introduction
- Video Ranking Factors
- Youtube Studio Video Setup

Module 16: Keyword Research

- What Is Keyword & Keyword Research
- Tools Used For Keyword Research
- How To Use Keyword Planner
- Types Of Keywords

Module 17: Google Algorithm

- What Is Google Algorithm
- Impacts Of Google Algorithm
- Panda
- Penguin
- Hummingbird
- Google Mobile-Friendly Update
- Pigeon
- SandBox
- Google RankBrain
- Google Possum
- Google Fred

Module 18: SEO Techniques

- White Hat SEO Techniques
- BlackHat SEO Techniques
- Gray Hat SEO Techniques

Module 19: SEO Audit Tool

- Sem Rush
- Uber suggest

Module 20: Competitor Analysis

- Sem Rush
- Uber Suggest
- Similar Web

Module 21: Content Keyword Mapping

Writing SEO Friendly Content
Focus Keyword Research
LSI Keywords
Highlight Keywords
Content Structures
Type Of SEO Content

Module 22: Website Link Building

How To Find Website's To Create Links
Creating Backlinks Practically For Website

Digital Marketing Course Syllabus

Module 23: Facebook Optimization (SMO)

- What Is Keyword & Keyword Research
- Tools Used For Keyword Research
- How To Use Keyword Planner
- Types Of Keywords

Module 24: Instagram Optimization (SMO)

- Creating Instagram Business Account
- Setup Business Account Setting
- Overview Of Business Account

Module 25: LinkedIn Optimization (SMO)

- Creating Facebook Account
- Creating Business Page
- Adding Business Logo & Cover Pictures
- Overview Of Business Page
- How To Find Jobs Using LinkedIn Jobs

Module 26: Social Media Automation

- What Is Social Media Automation
- Tools Used For Social Media Automation
- Schedule Post & Connect Social Channels

Module 27: Social Media Calendar

- Creating Social Media Calendar List
- Monthly

Module 28: Content Marketing

- Content Creation tools
- Prompt engineering
- Content creation techniques

Module 29: Copy Writing & Ad Copy

- Introduction To Copywriting & Adcopy
- Role Of Copywriting In Digital Marketing
- Role Of Adcopy In Digital Marketing
- Understanding Target Audience
- How To Do Market Research & Competitor Analysis
- Finding Out Customer Needs, Pain Points And Trends
- Storytelling Using Copywriting
- Creating Best Call To Action (CTAs) AdCopy

Module 30: Influencer Marketing

Basic Overview

Module 31: Lead & Traffic Generation

- What Is Lead
- Methods To Generate Traffic
- Landing Page Optimization
- Understanding Thank You Page

Module 32: Landing Page Optimization

- Landing Page Optimization
- Understanding Thank You Page

Module 33: Facebook & Instagram Marketing

- Basic Facebook & Instagram Ads
- Introduction To Ad Manager
- Types Of Ads (Ad Manager)

Digital Marketing Course Syllabus

Module 34: LinkedIn Marketing

- Introduction To LinkedIn Marketing
- Types Of Ads (LinkedIn Marketing)

Module 35: Re-Marketing & Conversion

- What Is Remarketing
- Benefit Of Remarketing
- Creating Of Remarketing Campaigns

Module 36: Search Engine Marketing

- Introduction To Search Engine Marketing
- Concept Of PPC
- Understanding Bidding Strategy
- Types Of Ad Extension
- Ad Group Setup
- Types Of Keywords
- Dynamics Ads
- Quality Score
- Ad Rank

Module 37: Online Display Marketing

- Introduction To Online Display Marketing
- Bidding Strategy
- Understanding Ad Group
- Creating Responsive Ads

Module 38: E-Commerce Marketing

- Understanding Shopping Campaign
- Creating Merchant Center Account
- Adding Product To Merchant Account
- Creating Shopping Campaign

Module 39: Video Marketing

- Understanding Video Ads Campaign
- Types Of Video Ads Options
- Upload Video On Youtube For Video Marketing

Module 40: Mobile App Marketing

- Creating App Campaign
- Understanding IOS And Android App
- Selecting App To Promote

Module 41: Discovery Ads

- Creating Discovery Campaign
- Understanding Carousal Ads

Module 42: Performance Max

- Understanding Performance Max Campaign
- Platform To Promote On Performance
- Bidding Strategy

Module 43: Google Search Console

- Introduction To Search Console
- Submitting Sitemap• Submitting International Targeting
- Understanding Organic Performance

Module 44: Google Analytics

- Introduction To Search Console
- Submitting Sitemap• Submitting International Targeting
- Understanding Organic Performance

Module 45: Growth Hacking

- Introduction To Growth Hacking
- Case Study Of Growth Hacking

Module 46: Online Reputation Management

- What Is ORM
- Importance Of ORM
- Review & Complaints

Digital Marketing Course Syllabus

Module 47: Email Marketing

- What Is Email Marketing
- Benefits Of Email Marketing
- Creating Subscriber List
- Creating Template
- Reporting)

Module 48: Whatsapp Marketing

- Importance Of Whatsapp Marketing
- Benefit Of Whatsapp Business
- Setup Of Whatsapp Business

Module 49: Blogging

- What Is Blogging
- Topic Selection
- Formats Of Blogging
- Monetization

Module 51: Affiliate Marketing

- What Is Affiliate Marketing
- How To Apply For Affiliate Marketing
- Strategy For Affiliate Marketing

Module 52: DropShipping

- What Is Dropshipping
- Understanding Dropshipping Concept
- Case Studies Of Dropshipping

Module 53: Freelancing

- What Is Freelancing
- How Freelancing Works
- How To Quote Client
- How To Get Clients
- Creating Freelancing Portfolio

Module 54: Resume Building

- Creating Resume
- Portfolio Building

Module 55: Interview Preparation

- Interview Question

Module 56: Mock Test

- 1 On 1 Mock Test

Our Students are Working with Top Brands Like

Accenture

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