

DIGITAL MARKETING



ANALYSIS



SERVICE



VIRAL



TARGET



WWW



RESEARCH

DIGITAL MARKETING

Instructor-Led Live Online Classes



50k
Learners



1:1 Personalized
Mentorship



40% Average
Salary Hike



ABOUT US

Eduork Pvt. Ltd. is a fast-growing company and a leading IT Skill Solutions company on its way to provide IT Technical Education via online & offline mode. Eduork is a global learning platform that helps students and working professionals to learn anything from anywhere, A company that has immense expertise in transforming careers across industries such as Cloud Computing, Networking, Cyber Security, Data Analytics, Data Science, Web Designing & Development, Business Analysis, and core technology essentials for the IT sector and technical roles. upBrain Skill Solutions provide all-necessary IT technical skills to learners. So, they can be ready for this competitive era. We are creating a pool of talents for global industry requirements. So, the IT industry can overcome its human resource challenges to find the best fit for their organization

Learn From the Best

All our courses are taught by the Top Technology Leaders and are relevant to industry needs. Upon completing a course, you'll receive a verified completion certificate recognized by Eduork.



Why Choose Us?

- ✓ Instructor-led Live Online Classroom Training
- ✓ Affordable Fee Structure
- ✓ High-Quality Hands On Practical Training
- ✓ Live Sessions with Top Technical Trainers
- ✓ Get access to courses for your technical skills
- ✓ Comprehensive Course Content
- ✓ Superb Satisfaction Score
- ✓ Earn a certificate when you complete a course
- ✓ Fresh graduates who are intent on taking the plunge into the job market
- ✓ Career Mentoring & Interview preparations
- ✓ 100% placements assistance from top companies



Our learners are able to access their learning material, all associated content and services through a dashboard on connected Desktops/ Laptops/Tablets/ Smartphones. They are also able to attend LIVE Instructor-led training by some of our best instructors, they are also able to view recorded sessions, take quizzes, and interact with their instructors & other joiners.

Data Marketing Course Content

1. Overview of Digital Marketing

- What is Digital Marketing?
- What is the importance of Digital Marketing?
- How Digital Marketing generate Leads?
- Difference between SEO, SEM, SMO, PPC.
- Internet Marketing or Online Marketing
- Traditional Marketing v/s Digital Marketing.
- Why Go for Digital Marketing?

2. SEO -ON Page Optimization

- Title Optimization
- Meta Tag Optimization
- Important HTML Tags
- Heading Tags (H1, H2 and so on)
- Canonical Tags, Favicon, Redirection, htaccess File?
- Alexa Setup?
- Keyword Optimization and synonyms
- Link Optimization
- Image Optimization
- Creation of HTML and XML Sitemaps
- Robots.txt creation and implementation
- W3C validation
- Creating Review Extensions
- Creating Knowledge Graph

3. SEO -OFF Page Optimization

- Directory Submission
- Article writing and Submissions
- Blog writing and submissions
- Writing Blog and forum comments
- Press Release Submissions
- Classified Postings
- Guest Posting
- Blog Commenting
- Link Wheel Creation
- PDF & PPT Submissions
- PBN Submissions
- Link Exchange: One Way & Reciprocal
- Video Submissions
- Question & Answers Communities
- Social Bookmarking Submissions



Digital Marketing Course Content

4. Content Optimization

- Creating Unique & Fresh Content
- Placing Keywords in Content
- Event Based Content Marketing
- Content Creation Techniques
- Understanding Google, Twitter, Facebook and Yahoo Trends to write content.
- Why not create Spin Content?
- Writing Social Media Optimized Content.
- Other Content Marketing Strategies.
- Content Marketing Tools
- Grammar and Punctuation Checker Tools
- Copy Content Checker Tools

5. PPC Optimization

- Understanding Adwords
- Account Creation and Campaign Set up for Google Adwords
- Campaign Management
- Search, Display, Video, Shopping Networks
- Creating Compelling Ads
- Keyword Researches and Keyword Types
- Monitoring Traffic, Clicks, Impressions and CTR.
- Billing and Cost.
- Optimizing Landing Pages
- Creating Ad extensions
- MCC Account Creation and Understanding MCC
- Yahoo and Bing Advertising

6. Video Based Marketing

- Understanding YouTube Marketing
- Free & Paid Video Marketing
- Different Video Formats in Adwords
- Targetting Video Ads
- Creating Video base Ads
- Creating Display Ads
- Rich Media and Mobile Ads
- Pop up ads
- Video and Image Ads
- Free Video Submissions
- Creating Video Channels
- Uploading & Downloading Videos
- Earning Money with Videos
- Tools to Create Videos



Digital Marketing Course Content

7. Social Media Optimization

- Making Profile / Pages / Groups on Facebook
- Facebook widgets & social Plugins
- Facebook Ads Promotions
- Twitter Promotions
- Twitter Ads
- Twitter Widgets
- LinkedIn Ads
- Youtube Promotions
- Making Channel on youtube& uploading Videos
- Creating subscribers & Genrating Likes & views
- Social Bookmarking: Reddit, Delicous, Furl, Stumbleuponetc
- Making RSS Feed & distributing
- Using Pinterest for Image Promotions?
- Using Flickr & Picassa for Image Promotions?

8. Word Press & Blogging

- What are the Blogs Network
- Making Blog via Blog spot
- Making Blog via Wordpress
- Adding Posts, Pages, Images to WordPress
- Understanding Different WP Plugins
- Menus Creation in Wordpress
- SEO For Wordpress
- Managing Users in Wordpress
- Free Vs Paid Blogs
- Custom InstallatonWordpress
- Making Pages, Post, Categories & Tags
- Applying Templates on Blogs
- Guest Blogging
- Using Plug ins
- Applying SEO on Blogsn
- Linking Web Master To Blog
- Linking Analytics To Blog
- Linking Adsense To Blog
- Earning Via Affilate Programs



Digital Marketing Course Content

9. Webmaster Tools

- Google Search Console
- Bing Webmaster Tools
- Alexa Tool Bar
- Google Adword Keyword Tool
- Google Trends Tool
- Moz Tools
- DA/PA Checker Tools
- Broken Link Tools
- Link Analyzer Tools
- Backlink Generator Tools
- Roboform Tool
- Plagiasm Checker Tools

10. Advance Google Analytics

- Overview of Google Analytics
- Installing Tracking Code
- Setting up Account Properties
- Understanding Dashboard, Reports, Graphs and Tables
- Analyzing Audience Behavior
- Real Time Analysis
- Google Tag Manager
- Managing users in Google Analytics
- Creating Goals, Funnels and Conversions in Google Analytics

11. Google Places and Geo Targeting

- Setting Up Google Places
- Setting up Bing Places
- Geo Targeting
- Verification in Google and Bing Places
- Optimizing Google and Bing Place listings
- Setting Mark -up Location in Google Maps.
- Editing your Google Places.
- Uploading Photographs in Google Business listings.
- Creating Reviews in Google Places



Digital Marketing Course Content

12.Ecommerce Marketing

- What is e-commerce?
- How to create different e-commerce platforms?
- Understanding Opencart and creating ecommerce website
- Understanding different checkouts i.e. Paypal, Google Checkout.
- Adding shopping cart to your website

13. Email Marketing

- What is e-mail marketing?
- Creating Email Campaign
- Creating Email Lists
- Software for Email Marketing
- Understanding Webmail, Horde, Roundcube, Squirrel mail
- Email Outlook Configuration
- News letter Promotions
- Creating Targeted Email Lists
- Writing Email Formats
- Sending Multiple Emails at once
- MailChimp Email Marketing Tool

14. SMS Marketing

- Sending Multiple SMS
- Creating Groups in SMS Interface
- Targetting Groups using SMS Interface
- Creating List
- SMS API Integration
- Scheduling SMS.



Who Should take this course & why



Fresher's

Looking For A Job In
Digital Marketing



Working Professionals

Looking For A Job Change or
Career Growth

Course Duration

DURATION 60hrs	:	Weekends- (Saturday & Sunday -2.5 Hrs/day)
	:	Weekdays - (Monday To Thursday - 1.5 Hrs/day)

Career Assistance

1. RESUME BUILDING



We help you refine and polish
your resume with tips to help you
land your coveted job

2. INTERVIEW PREP



We prepare you to face the
technical interview rounds with mode
Q&A and extensive MOCK Interview

3. PLACEMENT ASSISTANCE



We give you unlimited interview
calls and industry connects as a
reference for placement assistance

What Makes Us Different

Career-Oriented Sessions

- Attend career-oriented sessions by industry experts and prepare your career planning

Mentoring Sessions

- Get 1:1 guidance at every step in your career transition to “Cloud Engineer”

Mock Interview Preparation

- Prepare with mock interviews including most asked questions by top employers



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Placement

“A great job is about great fit”

In this ERA of competitions, from an individual human being to an enterprise, even the whole world is dependent on technology, without upgrading skills according to industry needs. It becomes very difficult for any fresher to get a job. Even for a working professional, it is very difficult to change His/her Job. We Eduork Pvt Ltd provide Job oriented pieces of training to upgrade technical skills and to walk parallelly with the industries. Eduork provides job-ready training to all its learners. Our team always focuses on the placement of our students. Because we are not only providing training but also build students skilled, dynamic and best choice for the organizations. On a regular basis, we also conduct personality development programs to prepare students Job ready. We believe in high-quality training because we know what organizations want.

Trusted By Amazing Companies



Thank You!

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