Course: **Digital Marketing (AI)**

Duration: 40 Hrs (Changeable) | Fees: Individual / Batch

Since 2007, Nestsoft TechnoMaster has been providing training, internships, and services in IT technologies, both online and offline, with the expertise of **over 250 industry experts**. We have delivered internships, training, and seminars to more than 50,000 students, resulting in numerous success stories. **We offer 100% placement support through JobsNEAR.in**

Our Courses/Internship

- Python/Django Fullstack
- Artificial Intelligence
- Machine Learning
- Data Science
- Software Testing (All)
- Wordpress, Woocommerce
- Digital Marketing, SEO
- Php/MySQL, Laravel
- Flutter, Android, IOS
- Asp.net MVC
- Web Design, Javascript
- Angular JS, React JS
- CCNA, MCSA, CCNP
- AWS, GCP, Azure
- Odoo, SalesForce, Sap
- Microsoft Excel
- Ethical Hacking

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Syllabus on the Next Page ..

Social Media Marketing (6 Hours)

* Facebook Marketing

* Instagram Marketing

* Linkedin Marketing

* Twitter / X Marketing

* Paid Ads on Facebook/Instagram

On-Page SEO (7 Hours)

* Introduction â€" Digital Marketing

* Introduction - Search Engine Optimization

* Caching, Crawling & Indexing

* Google / Yahoo / Bing Algorithms

* File Names / Directories / Sub Domains

* HTML5 Tags

* Meta Tags, Title Tags, Head Tags, Fav icon

* Page Layout, Content Optimization

* Working of Robots.txt, Do-Follow Links

* Internal / External Linking

* Image Optimization

* Breadcrumbs using Schema.org

* W3 Standard HTML Validation

* 404, 403 Error Checking

Google Adwords (5 Hours)

* Introduction to Paid Advertising

- ✳ Introduction to Google Ads(PPC)

- ✳ PPC(Pay Per Click Campaign)

- ✳ AdGroups and Keywords Setup

- ✳ Ad Formats and Guidelines

- ✳ Google Ads Auction and Bidding

- ✳ Ad Extensions

- ✳ Conversion Tracking

- ✳ Display Ads Campaign

- ✳ Video Marketing with YouTube

- ✳ Campaign Reports Analysis

Email Marketing - 2 Hours

- ✳ Email Content Optimisation

- ✳ Bulk Email Software Settings

- ✳ Email Delivery Report

Wordpress & Web Design - 5 Hours

- ✳ Domain Registration

- ✳ Web Server

- ✳ Wordpress Installation, Themes

- ✳ Yoast SEO

- ✳ Website Launching

AI Driven Tools - 5 Hours

- ✳ Using ChatGPT for Digital Marketing

Training by Industry Experts

Our Placement Website: **JobsNEAR.in**

✳ Stability AI

✳ Other Smart AI Tools

YouTube Settings & Marketing - 5 Hours

✳ YouTube Channel Optimisation

✳ YouTube Video Optimisation

✳ YouTube Promotion

SEO Tools - 5 Hours

✳ Google Analytics

✳ Google Search Console

✳ SEMrush - Keyword research, site audit, backlink analysis,

✳ competitor analysis, content marketing toolkit.

✳ Ahrefs - Backlink checker, keyword explorer,

✳ site audit, rank tracking, content explorer

✳ KWFinder - Keyword analysis, SERP analysis,

✳ rank tracking, backlink analysis.

✳ BuzzSumo - Content discovery, influencer identification,

✳ content analysis, trend tracking

✳ GTmetrix - Performance reports, page speed insights,

✳ waterfall analysis, video capture

✳ Google My Business (Google Local Seo)

Internship on Live Works

Training by Industry Experts

Our Placement Website: **JobsNEAR.in**

(Click on Course for more details)

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- Thank You -

N.B:This syllabus is not final and can be customized as per requirements / updates.