

# TechnoMaster

## Digital Marketing (AI)

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

### TRAINING BY INDUSTRY EXPERTS

Since 2007, Nestsoft TechnoMaster has been providing training and internships in IT technologies, both online and offline. We have given internships, training, and seminars to more than 25,000 students and achieved more success stories. **We offer 100% placement support through JobsNEAR.in**

#### ALL IT Courses

- Python Full Courses
- Digital Marketing
- Php/MySQL
- Laravel
- Asp.net MVC
- Flutter
- Android, Java, IOS
- Wordpress
- Software Testing
- Web Design
- Angular JS
- React JS
- CCNA, MCSA
- AWS, GCP, Azure
- ODOO, Fortinet
- Ethical Hacking



Syllabus Contd..

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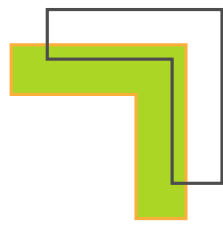
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[www.technomaster.in](http://www.technomaster.in)



# TechnoMaster

## Syllabus

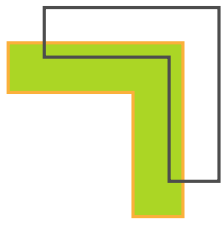


- \* Social Media Marketing (6 Hours)
- \* Facebook Marketing
- \* Instagram Marketing
- \* LinkedIn Marketing
- \* Twitter / X Marketing
- \* Paid Ads on Facebook/Instagram
- \* On-Page SEO (7 Hours)
- \* Introduction to Digital Marketing
- \* Introduction - Search Engine Optimization
- \* Caching, 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



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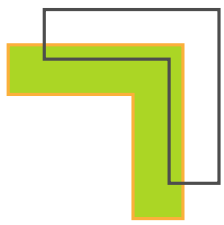
## Syllabus



- \* 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

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## Syllabus



- \* 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
- \* 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