



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



Syllabus on the Next Page ..



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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)

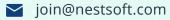
* Introduction to Paid Advertising

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- * 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

Al Driven Tools - 5 Hours

* Using ChatGPT for Digital Marketing

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- * Stability AI
- * Other Smart Al 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)

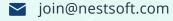
Internship on Live Works

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(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.

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