

Delhi Institute of Computer Courses

**OVERVIEW
HTML
BASICS**

**SEARCH
ENGINE
OPTIMIZATION
(SEO)**

**SEARCH
ENGINE
MARKETING
(PPC)**

**SOCIAL
MEDIA
MARKETING
(SMM)**



DICC

**Digital
Marketing
Course**

**WORDPRESS
BLOGGING**

**AFFILIATE
MARKETING
&
ADSENSE**

**EMAIL
MARKETING
MOBILE
MARKETING**

Overview

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?

On Page SEO

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

Content Optimization

Creating Unique & Fresh Content
Placing Keywords in Content
Event Based Content Marketing
Content Curation Techniques
Understanding Google, Twitter, Facebook Yahoo Trends
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

Basics of HTML

Understanding HTML Codes
Creating HTML Web Page
How to design a website to generate business?
How to use Dreamweaver?
How to use Photoshop for banner designing?
How to design SEO-Friendly web structure?
Difference between Static and Dynamic website

Off Page SEO

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

Pay Per Click (PPC)

Understanding Adwords
Account Creation and Campaign Set up 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

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

Remarketing

- Understanding Shared Library and Remarketing
- Creating Remarketing Ads
- Why Use Remarketing?
- How Remarketing Works?
- Creating List of Remarketing

Social Media Optimization

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

Understanding Conversion

- Calculating Conversions and Implementing
- Understanding Return on Investments.
- About Maximize Clicks bidding
- About "target outranking share" bidding
- About "target search page location" bidding
- About Target CPA bidding
- About "target return on ad spend (ROAS)" bidding
- Find your flexible bid strategy status
- Measure "target ROAS" performance

Understanding CPanel

- How to book domain & hosting?
- create company emails and Email Forwarders?
- Creating Auto-responders to instantly replying
- How to create Email lists to send multiple emails
- How to create subdomains?
- Understanding File Manager
- Creating and understanding FTP
- How to take Backups and Troubleshoot Problems?
- Creating .htaccess and Redirection

WordPress & Blogging

- What are the Blogs Network
- Making Blog via Blogspot
- 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 Installaton Wordpress
- Making Pages, Post, Categories & Tags
- Applying Templates on Blogs
- Guest Blogging
- Blogs Commenting
- Linking Web Master & Analytics To Blog
- Linking Adsense To Blog
- Earning Via Affilate Programs

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
- Plagiarism Checker Tools

Google Places and Geo Targeting

- Setting Up Google Places
- Setting up Bing Places
- Geo Targetting
- 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

E-commerce Marketing

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

Mobile Marketing

- Designing Mobile Friendly Site.
- Creating Mobile Friendly Ads
- Targeting Mobile Audiences
- Promoting Mobile Apps
- Mobile Marketing Methods
- Mobile Search Engine Optimization

Advance Google Analytics

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

Online Reputation Management

- How to maintain Online Reputation Management
- Creating positive reviews for your business
- Eradicating Negative reviews of your business.
- How to Promote Brand Awareness?
- Tools for Building Brands and Online Reputation.

Email Marketing

- What is e-mail marketing?
- Creating Email Campaign
- Creating Email Lists
- Understanding Webmail, Horde, Roundcube, Squirrel mail
- Email Outlook Configuration
- News letter Promotions
- Creating Targeted Email Lists
- Sending Multiple Emails at once
- Email Marketing Tools like Mailchimp, Awaber etc.

Affiliate Marketing & AdSense

- What is AdSense?
- How to implement AdSense on your blogs?
- Placing ads on your blogs
- Understanding WP & creating blogs on other CMS
- Some hidden Tricks to make money from your Blog.
- What is Affiliate Marketing?
- How Affiliate Marketing works?
- Different Affiliate Marketing Programs?
- Commission Junction?
- Amazon Affiliate Marketing Programs?
- Flipkart Affiliate Marketing Programs?
- Other Affiliate Marketing Networks

Lead Generation

Lead Generation Using SEO Techniques
Lead Generation With Adwords
Lead Generation With Email Marketing
Lead Generation with B2B or B2C portals
such as Justdial, Indiamart, Sulekha etc.
Generating Leads with SMS Marketing.

SMS Marketing

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

Getting Freelance Projects

Creating Proposals for Getting Projects
Creating Accounts on Freelance Portals
Elance, Getafreelancer, Odesk etc.
How to Accept Payments for your work?
Setting up Escrow on Freelance Portals

Project Work

Free Normal Domain for one Year
Free Web Hosting for one Year



Make Your Career in Digital Marketing



Trainer Profile

Mohsin Khan

Trainer Web - Digital Marketing

MOHSIN Khan, a multi-talented trainer having expertise in digital marketing, web designing, and graphic designing. He delivers lots of workshops in different colleges and universities. He has more than 10 years of experience in multimedia and digital marketing. He has also created several websites and also helps them to achieve higher ranks in search engines.

Areas of Expertise

- Digital Marketing
- Web Designing
- Graphic Designing
- Animation & VFX

Career Options

- SEO, PPC, SMO Executive
- SEO, PPC, SMO Manager
- Blogger
- Online Marketing Analyst
- Digital Marketing Manager
- Freelancer
- Trainer & Many more....

Placements Partners



Want to Promote Your Business

Digital Marketing?

Grow Your Business Online.
Join DICC's Digital Marketing Course



Why DICC

- **60+ Hours Practical based Classroom training Program.**
- **Latest & Updated Course Modules**
- **Free Domain & Web Hosting For One Year**
- **Proper Lab for Practice.**
- **Expert & Experienced Trainers.**
- **Free Tools and Softwares.**
- **Certification after the completion of the course.**

Batch Details

Regular Batch	Alternate Days	Weekend Batches		Other Modes
(Monday to Friday)	(M-W-F or T-T-S)	(Sat-Sun)	(Sunday Only)	Online Classes
5 Days a Week	3 Days a Week	10:00-01:00	10:00-01:00	Home Tutions
09:30 - 11:30	09:30 - 11:30	1:00 - 4:00	1:00 - 4:00	Distance Mode
11:30 - 01:30	11:30 - 01:30	4:30 - 7:30	4:30 - 7:30	Workshops
01:30 - 03:30	01:30 - 03:30			Seminars
04:00 - 06:00	04:00 - 06:00			
Duration: 2 Months	Duration: 4 Months	Duration: 4 Months		---
Course Fee: 20000/-	Course Fee: 20000/-	Course Fee: 20000/-		On Request

Join **DICC** for 9 Certification

Become a GOOGLE Certified Digital Marketer

6  Google AdWords CERTIFICATIONS

- Display Advertising
- Shopping Advertising
- Mobile Advertising
- Adwords Fundamental
- Video Advertising
- Search Advertising

 Google Analytics CERTIFICATION

 CERTIFICATION

 CERTIFICATION

East Delhi Center

**201, Chhabra Complex, Veer Savarkar Block, Shakarpur,
Near Nirman Vihar Metro Station, Delhi - 110092**

South Delhi Center

**D-13 A, II Floor, Central Market, Lajpat Nagar Part-II,
Near 24x7 Store, Delhi -110024**

Website : www.delhitrainingcourses.com

Email Id: info@delhitrainingcourses.com

Call: 011- 43014913, 9210640422, 9999959129, 9899127357