

Professional educational programs for every stage of marketing career

- Working Professionals
- Entrepreneurs
- Students

Fill the Gap

between

Your Education and Market Demands

with

Latest Technologies

Digital Marketing

Course content



- ✓ Digital Marketing Overview
- ✓ Website Planning & Creation
- ✓ SEO (Global & Local SEO)
- ✓ PPC Advertising & Google Adwords
- ✓ Online Display Advertising
- ✓ Creating Internet Marketing Strategy
- ✓ Making Money Via Adsense or Blogging
- ✓ Social Media Optimization (SMO)
- ✓ Content Marketing
- ✓ Lead Generation for Business
- ✓ Content Marketing
- ✓ Email Marketing
- ✓ Mobile Marketing
- ✓ Google Analytics

- ✓ Affiliate Marketing

Search Engine Marketing Course(PPC)

- ✓ Introduction to Search Engine Marketing
- ✓ Getting on Google and the Benefits of Being on Google
- ✓ How your Website is Found on Google
- ✓ What is AdWords?
- ✓ Search Advertising and Google AdWords
- ✓ Getting started with AdWords
- ✓ Introduction to Google Display Network



- ✓ Key PPC concepts
- ✓ Strengths of Pay Per Click
- ✓ Keyword Research
- ✓ Research Tools
- ✓ Search Campaign Process
- ✓ Ad Copy
- ✓ Landing Pages
- ✓ Targeting
- ✓ Budgets
- ✓ Scheduling
- ✓ Display Networks
- ✓ Ad Centre
- ✓ Campaign Management
- ✓ Conversion Tracking
- ✓ Conversion Metrics: CPA, CTR
- ✓ Bidding
- ✓ Analytics
- ✓ Search Marketing Strategy and Planning

Program Highlights

1. Google Certified Trainers
2. Learn from experts
3. Interactive sessions
4. Hands-on training
5. Regular Assignments
6. Weekday & Weekend batches



SEO Training Course

✓ SEO Basics:

- What is a Search Engine?
- Why Search Engine?
- What are the popular search engines?
- What is a crawler?
- How Search Engine Works?
- What is meant by indexing?
- Functions of a web crawler
- Basics SEO Terms
- Types Of SEO
- SEO Procedure

✓ SEO - Content

- Meta Tags & Its Importance
- Guidelines to write meta tags
- Content Optimization
- URL Optimization
- Redirects
- Image Optimization
- Sitemaps
- Robots.txt
- Black Hat SEO techniques
- SEO Tools
- Google Webmaster
- Basic Terms of Off Page
- Article Submission
- Link Exchange
- Press Release & Classifieds
- Video Optimization
- Blog Creation Submission
- RSS, PPT & PDF Submission



✓ SEO - Setup

- Website Architecture
- Keyword Selection
- What is keyword research?
- How to perform keyword research
- Tools for keyword research
- Keyword density, Keyword prominence
- Placement of Keywords
- Keyword Stuffing
- Stop words
- Domain Names and Their Role in SEO

✓ Local SEO

✓ SEO - Workshop

✓ Google Webmaster & Analytics

SEO Training Course

Course Duration: 45 Days
Course Fees: 15,000 + S.Tax

SMO Training Course

- ✓ What is Social Media Marketing?
- ✓ Overview of Facebook, Twitter, LinkedIn, Blogging, Youtube and Flickr, Pinterest etc.
- ✓ Best Practice Examples & Case Studies
- ✓ Key Social Media Concepts
- ✓ Social Media Goals
- ✓ Setting Goals & Priorities
- ✓ Facebook Promotion
- ✓ Twitter Promotion
- ✓ LinkedIn Promotion
- ✓ Google+ Optimization
- ✓ YouTube Promotion
- ✓ New Social Challenges
- ✓ Apps & Plug-ins
- ✓ KPI Measures
- ✓ Increasing Website Traffic Using Facebook, Twitter, Video, etc
- ✓ Building Brand Awareness Using Social Media
- ✓ Strategy and Planning
- ✓ Reporting



Successful Examples from Industry

- ✓ How have marketers benefited out of it till now?
- ✓ Measuring ROI on Social Media- various tried & tested methods -- Exposure, reach, Followers / Fans, Opinions / Views
- ✓ PR's role in Social Media
- ✓ Successful Examples from Industry
- ✓ Social Media Success Metrics
- ✓ Case Studies of brands performing on Social Media.
- ✓ Social Media Trends

SMO Training Course

Course Duration: 30 Days
Course Fees: 10,000 + S.Tax

Web Designing Course

✓ Introduction to Web Design

✓ HTML Course:

- HTML Basics, Elements, Attributes
- HTML Headings, Paragraphs, Styles, Formatting
- HTML Quotations, Computer code, Comments
- HTML Links, Images, Tables, Lists
- HTML Blocks, Classes, Layout
- HTML Responsive, Iframes
- HTML Color Names, Color Values, Color Shades
- HTML Head, Entities, Symbols, Char set
- HTML URL Encode, XHTML
- HTML Forms, Form Elements, Input Types, Input Attributes



✓ CSS Course Content:

- Introduction to CSS
- Types of style sheets
- Types of CSS Selectors
- Complete CSS properties
- Converting Table layout to CSS
- Custom CSS Layout Design
- Creating simple and dropdown menus
- Creating Appealing forms using CSS
- CSS Tips and Tricks with Hacks

✓ Adobe Dreamweaver CS3

- Intro to Adobe Dreamweaver
- Learning the interface
- Defining a Dreamweaver site
- Adding Content and Multimedia
- Creating user submission forms
- Importing a website design
- Dynamic Features

✓ Adobe Photoshop CSS-3

- Introduction of Stock Photography
- Types of Images and Image Editing Tools
- Introduction to Adobe Photoshop
- Using Photoshop Tools
- Layers, Actions and Filters
- Creating Custom Effects
- Design Banners, Basic Website Layout
- Design Complex website Layout
- Conversation of PSD to XHTML

✓ How to Create Website

- Client Requirement/Specification
- Creating a concept and layout
- Choosing a Color Scheme
- Choosing Stock Photography
- Texture and Typography
- Design a Professional Layout
- Conversation of PSD to CSS
- Implementing JavaScript

- ✓ Web Hosting(By FTP)
- Web Hosting Basics
- Types of Hosting Packages
- Changing Name Servers
- Linux and Windows CP
- Using FTP Client
- Maintaining a Website

Web Designing Course

Course Duration: 45 Days
Course Fees: 25,000 + S.Tax

Website Development Course

- ✓ PHP Syllabus
- Introduction to PHP
- PHP Installation
- PHP Syntax & Variables
- PHP Echo / Print
- PHP Data Types, Strings & Constants
- PHP Operators
- PHP Conditions, Functions
- PHP Arrays & Sorting Arrays
- PHP Superglobals

*Live training in **PHP** and **MySQL***



- ✓ PHP Advanced
- PHP Arrays Multi
- PHP Date and Time
- PHP Include
- PHP File Handling
- PHP File Open/Read
- PHP File Create/Write
- PHP File Upload
- PHP Cookies
- PHP Sessions
- PHP Filters
- PHP Filters Advanced
- PHP Error Handling
- PHP Exception

- ✓ PHP Forms
- PHP Form Handling
- PHP Form Validation
- PHP Form Required
- PHP Form URL/E-mail
- PHP Form Complete
- ✓ PHP - XML
- PHP XML Parsers
- PHP Simple XML Parser
- PHP Simple XML - Get
- PHP XML Expat
- PHP XML DOM

- ✓ MySQL Database
- MySQL Database
- MySQL Connect
- MySQL Create DB
- MySQL Create Table
- MySQL Insert Data
- MySQL Get Last ID
- MySQL Insert Multiple
- MySQL Prepared
- MySQL Select Data
- MySQL Delete Data
- MySQL Update Data
- MySQL Limit Data

- ✓ PHP - AJAX
- AJAX Intro
- AJAX PHP
- AJAX Database
- AJAX XML
- AJAX Live Search
- AJAX RSS Reader
- AJAX Poll

- ✓ Wordpress
- Overview, installation + Configuration
- Wordpress Administration
- Wordpress Theme Development
- Wordpress Plug-in Development Hooks, Filters, Action, Plug-in development etc.
- Wordpress Plug-in Development Wordpress core functions, how to use, customize etc.,

Web Development Course

Course Duration: 45 Days
Course Fees: 25,000 + S.Tax

Regular Classes

Compete with the advanced skills and credentials taught in regular batches

Classes : Mon to Fri

Weekend Classes

Master the topics quickly with weekend batches

Classes : Sat & Sun

Corporate Training

Train your employees with advanced skills on online marketing

Industrial Training

Paid internship in in-house team at Google Partners 'Konnections India DotCom Pvt. Ltd. and TradeXL Media Pvt. Ltd.'