



Become a Hackveda Certified Digital Marketing Professional - (Beginner - Advanced)

Skill level: Beginner - Advanced

Training fee: INR 14999 only (Topics covered: 180)

Chief Trainer: [Mr. Devanshu Shukla](#)

Training Duration: 30 days (3 hrs per day) | 45 days (2 hrs per day) | 90 days (1 hr per day)

Presentation or Examination will be conducted within 30 days from date of training completion.

* Please note examination will be conducted after completion of training.

Maximum examination attempts: 03

Minimum passing marks for certification and placement: 90%

Query Membership: 01 year (Online / Offline)

Spoken Language: English / Hindi

Venue: Hackveda, H-3/60, III Floor, Sector-18, Rohini, Delhi-110089

Contact person: Mr. Yash Sharma, Software Engineer, Hackveda

Contact phone: 011-27297608, +91-9654825370, +91-9891799066

Registration link: [Register Now](#)

Hackveda One2One Support Available:

Training session video will be recorded and delivered to students via our Digital Learning platform [Hackveda One2One](#) for any time, any where learning and practice.

Join the training at Hackveda 'TODAY' !

Course contents

Module 1: Digital Marketing Fundamentals

What is Online Marketing/ Digital Marketing

Importance of Online Digital Marketing

How Online Marketing works?

Preface to Online Marketing

Significance of SEO

Main Search Engines

Module 2: Website Planning, Designing & Creation

How to choose a Domain Name.

Understand Website Navigation, sites structure etc.

Types of Websites

Websites vs Portals

Architecture of websites

Website Designing Basics

Domain Hosting

Difference Between Dynamic and static website

Module 3: Search Engine Optimization

What is SEO , need of SEO search Engine

How Search Engine works?

Major Functions of a Search Engine

Different types of keywords

Google Trends abd insights steps in SEO

Page Rank & Alexa, Link Bait

Types of Backlinks

Case study of White Hat SEO

Case study of Balck Hat SEO

Module 4: OnPageOptimization

Site Analysis

Keywords Analysis

Meta tag development

Rel="NoFollow"

Canonical Implementation

Creating SiteMaps

Creating Robot Files

Optimize SEO Content & check duplicate Contents

Keyword Density

Internal Linking

Image Optimization

Module 5: Off Page Optimization

Directory Submission

Social Bookmarking Submission

Article Submission

Press Release Submission

Forum Submission

PPT Submission

PDF Submission

Classified Submission

Business Local Listing

Blog Commenting

Google maps

RSS Submission

Search Engine Submission

Yahoo Question Answer Participation

Module 6: Google Tool

Google Analytics

Google Webmasters

Google Adwords

Module 7: Search Engine Marketing (SEM/PPC)

Understanding Advertising Goals

Keyword Search

Creating campaigns and ad group

Bidding Strategy

Campaign Optimization

Campaign reporting

Billings & accounts

Search advertising module

Display advertising module

Video advertising module

Mobile advertising module

Re Targeting Module

Keyword Planning for paid marketing

Landing Page Creation

Ad making Strategies

Geo targeting of Ads

Bidding

Campaign Designing

Campaign Optimization

Conversion Tracking

Conversion Optimization

Geo Targeting in paid marketing

Module 8: Social Media Marketing (SMM)

Facebook - Online Marketing with facebook

Creating strong profiles on facebook

Creating Pages & Groups

Product Brand Promotion Activities

Database Management

Lead Generation

Branding on facebook

Facebook Marketing Apps

Facebook Marketing Plugins

Module 9: LinkedIn - Internet Marketing With LinkedIn

Creating strong profiles on LinkedIn

Creating Company Profiles

Product Brand Promotion Activities

Database Management

Lead Generation

Branding on LinkedIn

LinkedIn Marketing Apps

LinkedIn Marketing Plugins

Module 10: Google +

Importance and best Practice

Benefits of +1

Search Engine Impacts

Marketing +1

Implementation

Module 11: Twitter

Creating strong profiles on LinkedIn

Product Brand Promotion Activities

Retweeting , Hash tags

Module 12: Affiliate Marketing

What is Affiliate Marketing

Affiliate Management Agencies

Merchant, Affiliate , Market & Customer

Product & Service Marketing

How to sell your product or service through over websites

Traffic from Affiliate Network

Commission Based Lead Generation

Module 13: Online Reputation Management

Brand Building

Positive Negative Brand Building

Promoting Brand Awareness

Rebuilding brand Image

Brand Building Tools & Apps

Module 14: Geo Targeting - International Targeting

Website Planning Based on Geographic Targeting

Keyword Selection Based on Geographic Targeting

Internet Marketing Software Applications Based on Geographic Targeting

Module 15: E-Commerce

International E-Commerce

International E-Commerce Strategy

Includes 10 More Topics in E-Commerce Marketing

Module 16: Content Marketing & Management

Importance of Content Management

Content Management team

Content Distribution

Content For Various Networks

Module 17: Web Analytics

Setting Up Goals & Tracking

Traffic Tracking & Analysis

E-commerce Tracking

Creating Funnels

Module 18: Video Marketing - Branding & Lead Generation with YouTube

Video Creation

Uploading Managing Videos

Optimizing Videos for Search Engines

Search Engines Optimization of videos

Promoting Videos

Brand Promotion Through Videos

Advertising on YouTube

Module 19: Email Marketing

Implementing effective email campaigns

Designing Principal for Email newsletter

How to create a HTML Email

Choosing the right partners

Module 20: Fundamentals of AdSense

What is AdSense?

How to get approved for AdSense?

How to get Google AdSense.

Do's and Don'ts of AdSense Approval

Placing ads on your blog or websites

Top 10 Alternative ads websites

Module 21: Wordpress / Blogging

Website Planning Based on Geographic Targeting

Keyword Selection Based on Geographic Targeting

Internet Marketing Software Applications Based on Geo Targeting

Module 22: Mobile Marketing

The Development of Mobile Marketing

Various Forms of Mobile Marketing

Geo-Targeting Your Campaign for Smart Phones

Measuring & Managing Your Campaigns

How Consumers Use Mobile Marketing

Apps Advertisement & Case Studies

Module 23: Earn Money As Freelancer

How to begin scratch and quickly build a portfolio

How to find clients - fast

How to market yourself

How to build your own website for free

How to find the most profitable projects and drop the rest

How much to charge from clients

How to earn money through videos.

How to Join

1.) Register your name online at [Register Now](#)

2.) Deposit your training fee via IMPS / NEFT / PAYTM / Google Tez / Phone Pe or Cash Deposit at Training Centre

3.) Send snapshot / transaction number via Whatsapp to +91-9654825370 or Email us at admin@hackveda.in

4.) Bill will be generated and sent to your Email ID, Hackveda One2One account details will also be sent via sms and email. You can also collect Hackveda One2One account details from training centre.

Bank Details for IMPS / Paytm to Bank / NEFT / ATM - Cash Deposit

Name: Devanshu Shukla

Account Number: 55142333064

Bank Name: State Bank of India

Branch: Rama Market, Pitampura

IFS Code: SBIN0050403

Pay via PayTM / Google Tez / Phone Pe

9654825370

Optional Pre-requisites

Laptop & Charger, 4GB+ Pendrive, Headphones

Training Centres

Hackveda - H-3/60, III Floor, Sector-18, Rohini, Delhi - 110089