DICC

Google Certified
Digital Marketing Course

Be a Google Certified Digital Marketer

Modules, Details & Fees

Total Modules- **25 (highest in Industry)**
Duration- 2-3Months
Full Course Fees- 30,000 (Pay in two Installments -15,000*2)

Batches Options	Regular Batches	Mon-Fri
	Alternate Batches	3 Days a Week
	Weekend Batches	Saturday + Sunday
	Sundays Batches	Only Sundays
Online Classes Also Available		

13 Reasons you should join DICC

1. Advance Level Digital Marketing Course
2. Google Certified Trainers
3. Total Modules Covered:- 25
4. 100% Practical Training
5. **Free Website for One Year for Practical Training**
6. **Basic Web Designing (HTML + Wordpress)**
7. 100% Placement Suppport
8. Free demo Class availilable
9. **Google Certifications Included**
10. Bing Certification Included
11. FaceBook Certification Included
12. DICC Certification
13. Positive Business Growth Analysis

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Module 1 - Digital Marketing Overview

- What Digital Marketing Exactly Is?
- What is SEO (Search Engine Optimization)?
- What is SERP (Search Engine Results Pages)?
- What is SEM (Search Engine Marketing)?
- What is SMO (Social Media Optimization)?
- What is SMM (Social Media Marketing)?
- What is Blogging & Purpose of Blogging?
- What is Adsense & Affiliates?
- What is Email Marketing?
- What is Mobile Marketing?
- What is Online Reputation Management?

Module 2 – Domain Registration Web Designing & Hosting

- Website Designing & Hosting
- What is HTML, PHP, CSS & Java Script
- Different Qualities of Websites
- Static & Dynamic Websites
- Start Designing Websites
- Purchasing Domain Names
- Purchasing Web Hosting
- Connecting Domain & Hosting
- FTP Users & Using File Zila.
- Domain Control Panels
- Web Hosting Control Panels

Module 3 – Keyword Research with Google Keyword Planner

- What are Keywords and Key phrases
- Why Keywords are Important in SEO
- What is Keywords Research
- Why Keyword Research in Important in SEO
- What is Google Keyword Planner
- How to Use Google Keyword Planner
- Analyzing Keyword Competition
- Exact, Phrase and Broad Match in Keywords Research
- Finding Best Keywords for Our Website.

Module 4 - SEO (Search Engine Optimization) Course Details

1. On Page Optimization - SEO

- Getting Started with Head Section
- Understanding On Page SEO?
- Domain Name Selection & URL Structuring
- Head Section Optimization
- Meta Tags Optimization
- Optimizing Title Tags, Description Tags, Keywords Tags, Robots Tags
- Optimizing Open Graph Tags
- Redirection Tags
- SEO Friendly Content Writing
- Heading Optimization
- Keyword Density, Keyword Spamming and Keyword Stuffing
- LSI (Latent Semantic Indexing) Technique
- Image Optimization Strategies
- Link Optimization Strategies
- Robots File Creation
- XML Sitemap Creation
- Sitemap Submissions
- **Alexa Integration**

2. Off Page Optimization – SEO

- What is Off Page SEO?
- Why Off Page is Important?
- What Are Backlinks?
- Backlinks Creation Methods
- Difference Between Do Follow and No Follow Backlinks
- What is Google Page Rank
- How To Increase Google Page Rank
- Web Directory Submissions
- Social Bookmarking
- Article Writing & Submission
- Press Release Writing & Submissions
- Comment Writing
- Guest Blogging
- Classifieds posting
- Forum Posting
- Link Exchange (one way, two way and three way)
- Search Engine Submissions
- RSS Feeds

3. **Search Engine Algorithms**

- What Are Search Engine Algorithms
- Why Search Engine Create Algorithms
- Google Panda Algorithm
- Google Penguin Algorithm
- Google EMD Algorithm
- Google Humming Bird Algorithm
- Google Caffeine Algorithm

Module 5 – Content Marketing

- Understanding Content Marketing
- Importance of content in Digital Marketing
- Creating Fresh and Unique Content
- Tutorials and Event Based Content Marketing
- Content Spinning
- Grammar Checker Tools
- Duplicate Content Checker Tools
- Images in Content
- SEO friendly Content Writing

Module 6 - SEO Tools

- AHREFS – Website Analysis Tools
- Backlinks Checker Tools
- Moz Domain Authority
- Moz Page Authority
- Plagiarism Checker Tools
- Automatic Sitemap Generator
- SEO Toolbars
- Google URL Submitter
- Google Site command
- Google Cache command
- Google Link command

Module 7 – Google Webmaster Tools

- Understanding Google Webmaster Tools
- Importance of Google Webmaster Tools.
- Setting Up Google Webmaster Tools Account
- Adding Websites to Google Webmaster Tools
- Tracking the performance of website in Google Webmaster Tools
- Tracking clicks, Impressions, site Position and CTR's
- Google Manual Penalties
- Google Automatic Penalties
- Using Google Link Disavow Tool
- www and Non www website versions
- GEO Targeting through GWT
- Link Analysis through GWT
- Internal Link Analysis through GWT

Module 8 – Google Analytics Tool

Understanding Google Analytics Tool
Why Google Analytics Tool is Important
Starting with Google Analytics Tool
Setup an account with Google Analytics Tool
Adding site to GAT
Tracking visitors through GAT
Location, Browser, OS and Device tracking through
GAT Real time and offline tracking through GAT
USE behavior tracking through GAT

Module 9 - PBN Private Blogs Network

- Understanding the concepts of PBN
- Why and Why not to create a PBN
- How to create a Private Blog Network
- How to find Domains for a PBN
- How to find hosting for a PBN
- How to start building links with PBN

Module 10 – Google Business /Places Listing and GEO Targeting

- What is Google Business?
- How to get listed at Google Business Center?
- Google Business Verifications
- Setting Up your Business Profile in Google Places.
- Setting Up Profile Pictures and Cover Photos in Google Business.
- Creating Reviews in Google Places
- Google Business Listing Optimization

Module 11 - Search Engine Marketing (Google Adwords)

- SEM Introduction
- Understanding Google Adwords
- Account Creation and Setup in Google Adwords
- Campaign Management
- Understanding Text, Display and Video Based Ads.
- Sign-Up With Google Adwords
- How to create PPC campaign
- How to select Keywords for PPC Campaign
- Creating ADs for your PPC Campaign
- How to Manage bids in PPC Campaign
- Creating Display Ads
- Creating Text Ads
- Creating Video Ads
- Ad Extensions
- Monitoring Clicks, Impressions and CTR's in Adwords
- Making Payments in Google Adwords

Module 12 - Google Adwords Certifications

- Google Adwords Exams Theoretical Preparation
- Sign Up for Google Adwords Certifications

Module 13 - Email Marketing

- What is Email Marketing?
- How to Create HTML Looking Emails?
- How to Send Thousands of Emails Instantly.
- How to get Email List?
- How to Save Your ID from Black Listing?

Module 14 - ORM - Online Reputation Management

- What is ORM?
- How to Manage ORM?
- Creating Positive Reviews.
- Optimizing Review Pages.

Module 15 - Mobile Marketing

- What is Mobile Marketing?
- Sign-Ups With Mobile Marketing Sites?
- Creating Mobile Marketing Campaigns
- Collecting Database
- Sending Bulk Messages

Module 16- Social Media Optimization

- What is Social Media (Basics)?
- Why Social Media is Important for Online Promotion?
- Different kind of Social Media and Networking Sites.

Facebook
- How to create a page on Facebook?
- How to Promote your business on Facebook?
- How to Increase likes for your Facebook page?
- How to Add Facebook Fan Page On Your Website?
- Difference in Facebook profile, page and groups.
- How to Join Groups and Promote your business.

Google Plus
- What Google Plus is?
- How to Create Profiles on Google Plus?
- Difference between Individuals and Company Profiles.
- Why to Promote at Google Plus?

Twitter
- What is Twitter
- Why Twitter is Important
- How to Create a Twitter Business Page
- How Tweet Like Professionals
- How to Increase Twitter Followers
- How to Twitter Page for Organic Search

You Tube
- Why You Tube
- How to Create Videos
- Understanding Video Marketing
- Link Building With You Tube

Module 17 – Blogging/ WordPress

- What is Blogging
- Purpose of Blogging
- How to Blog
- What is WordPress
- Wordpress.org & Wordpress.com
- How to Setup a Blog on WordPress
- WordPress Themes
- WordPress Plugins
- Setting Up Navigations and Menus
- WordPress Widgets
- How to **SEO** of a WordPress Blog/ Website
- Internal Linking in WordPress
- WordPress site Backup

Module 18 - Blog Monetization

- What is Blog Monetization
- Why to Monetize a Blog
- Blog Monetization with Google Adsense
- Blog Monetization with Affiliates

Module 19 – Google Adsense

- Understanding Google Adsense
- How to apply for Google Adsense
- How to easily get Approved with Adsense
- Difference between Text and Display Ads
- Placing Advertisements on you Blog or Website
- Custom and URL channels
- Optimizing Google Adsense Ads for best performance
- Allow and Add categories
- Performance Reports
- How to earn money with Google Adsense
- Getting Cheques from Google Adsense

Module 20 - Affiliates Marketing

- Understanding Affiliates Marketing
- Difference between Adsense and Affiliates
- How Affiliates Marketing works
- How to apply for Affiliates
- Direct and In-Direct Affiliates Marketers
- How to create coupons in Affiliates Marketing
- How to Earn money with Affiliates Marketing
- Applying as an affiliate at Amazon, Flipkart and other major Ecommerce websites
- Optimizing Affiliates for best performance

Module 21 – Ecommerce Marketing

- Understanding Ecommerce Marketing
- Different Kind of Ecommerce Platforms
- Major Ecommerce portals in India
- How to Promote your Ecommerce Website

Module 22 – Lead Generation

- What is lead generation
- Lead generation with SEO
- Lead generation with Adwords
- Lead generation with B2b and B2C
- Lead generation with SMS Marketing
- Lead generation with Email Marketing

Module 23 – Landing Pages

- Understanding Landing Pages
- Why Landing Pages are important
- Creating Landing Pages
- Landing Page Templates
- Landing Page Analysis

Module 24 – Freelancing

- Understanding Freelancing
- Freelancing Websites
- Sign Up with Freelancing Sites
- Getting Projects through freelance websites

Module 25 – Revision

- Relax & Revise what you have learned at DICC
- Solve Queries you have
- Create Strategies for Your Future

Trainers Profile

Ovais Mirza

Ovais Mirza (Google Certified)

OVAIS Mirza is an internet marketing analyst who works for DICC and also for other clients nationally and internationally since 2007. He is the man who promotes the business online and help them to provide leads and conversions online. He is working as a marketing head at DICC. He also teaches student digital marketing practically and on live projects.

Register Your Seat Today

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