Google Certified Digital Marketing Course

BE A GOOGLE CERTIFIED DIGITAL MARKETER

Modules, Details & Fees

Total Modules - 25 (Highest in Industry)

Duration -   2 Months (60 days)

Full Course Fees - INR 12,000/- (Pay in two Installments – INR 6,000*2)

If you wish to pay the Fees in one shot, you need to pay us INR. 10,000/- Only.

Batches

S. No	Batches	Days
1.	Regular Batches	Monday to Friday
2.	Alternate Batches	3 Days a Week
3.	Sundays Batches	Only Sundays

15 Reasons you should join SEO AIM POINT?

- CORPORATE LEVEL ADVANCE TRAINING
- GOOGLE CERTIFIED TRAINERS
- TOTAL MODULES COVERED 25
- 100% PRACTICAL TRAINING
- PERSONAL ATTENTION
- LIFETIME SUPPORT
- LOWEST FEES IN BHOPAL
- FREE WI-FI FACILITY
- UNLIMITED DOUBT SESSIONS
- 100% PLACEMENT SUPPORT
- FREE DEMO CLASS AVAILABLE
- GOOGLE CERTIFICATIONS INCLUDED
- BING CERTIFICATION INCLUDED
- HUBSPOT CERTIFICATION INCLUDED
- SEO AIM POINT CERTIFICATION

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 IMPRESSIONS, CLICKS & CTR?
- WHAT IS LEADS & CONVERSION?
- WHAT IS INBOUND & OUTBOUND MARKETING?
- WHAT IS BOUNCE RATE?
- WHAT ARE WEBSITE RANKING FACTORS?
- DIFFERENCE BETWEEN TRADITIONAL & DIGITAL MARKETING?

Module 2 – Domain Registration Web Designing & Hosting

➢ **WEBSITE DESIGNING & HOSTING**

➢ **WHAT ARE ECOMMERCE WEB DEVELOPMENT TECHNOLOGIES**

➢ **DIFFERENT QUALITIES OF WEBSITES**

➢ **HOW TO CREATE WEBSITE WITH WORD PRESS TECHNOLOGY?**

➢ **STATIC & DYNAMIC WEBSITES**

➢ **QUALITIES OF A GOOD WEBSITE DESIGNING**

➢ **PURCHASING DOMAIN NAMES**

➢ **PURCHASING WEB HOSTING**

➢ **TIPS TO CREATE A NEW WEBSITE**

Module 3 – Search Engine Algorithms

➢ **WHAT ARE SEARCH ENGINE ALGORITHMS**

➢ **WHY SEARCH ENGINE CREATE ALGORITHMS**

➢ **TOP SEARCH ENGINES IN THE WORLD**

➢ **WHAT IS CRAWLING, INDEXING & GOOGLE SANDBOX?**

➢ **GOOGLE PANDA ALGORITHM**

➢ **GOOGLE PENGUIN ALGORITHM**

➢ **GOOGLE HUMMING BIRD ALGORITHM**

➢ **GOOGLE CAFFEINE ALGORITHM**

Module 4 - SEO (Search Engine Optimization)

➢ **WHAT IS SEO?**

➢ **IMPORTANCE OF SEO**

➢ **TYPES OF SEO**

➢ **SEO METHODS**

➢ **WHAT IS A BACKLINK?**

➢ **WHAT IS NO FOLLOW & DO FOLLOW LINK?**

➢ **WHAT IS MOZRANK?**

➢ **WHAT IS ALEXA RANK?**

➢ **WHAT IS GOOGLE PAGE RANK?**

Module 5 – 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**

➢ **HOW TO USE GOOGLE KEYWORD PLANNER**

➢ **ANALYZING KEYWORD COMPETITION**

➢ **EXACT, PHRASE AND BROAD MATCH IN KEYWORDS RESEARCH**

➢ **FINDING BEST KEYWORDS FOR OUR WEBSITE.**

➢ **LSI (LATENT SEMANTIC INDEXING)**

Module 6 – On Page Optimization

- INTRODUCTION TO ON PAGE OPTIMIZATION

- HTML BASICS FOR SEO

- WEBSITE STRUCTURE AND NAVIGATION MENU OPTIMIZATION

- DUPLICATE PAGES ANALYSIS

- HTML & CSS VALIDATION USING W3C

- CONTENT OPTIMIZATION

- META TAGS OPTIMIZATION

- HEADERS OPTIMIZATION

- PAGE LOAD TIME OPTIMIZATION TOOL

- AMP (ACCELERATED MOBILE PAGES) TEST

- ANCHOR LINKS OPTIMIZATION

- CREATING AN HTML AND XML SITEMAPS

- DYNAMIC PAGE ANALYSIS

- URL REWRITING TECHNIQUES (301, 302)

- CANONICAL ISSUE

- DEAD PAGE / 404 IMPLEMENTATION

- ORPHAN PAGE ANALYSIS

- CREATING ROBOTS FILE

- IMAGE TAG OPTIMIZATION

- ANALYSIS OF EXCESSIVE USE OF JAVASCRIPT & CSS

- KEYWORD DENSITY, SPAMMING AND STUFFING

- OPEN GRAPH META TAGS

Module 7 - Off Page Optimization

- ➤ **WHAT IS LINK JUICE**
- ➤ **INTRODUCTION TO OFF PAGE OPTIMIZATION**
- ➤ **LOCAL MARKETING OF WEBSITE DEPENDING ON LOCATIONS**
- ➤ **SEARCH ENGINE SUBMISSION**
- ➤ **DIRECTORY SUBMISSIONS**
- ➤ **CLASSIFIED SUBMISSION**
- ➤ **SOCIAL BOOKMARKING**
- ➤ **ARTICLE SUBMISSIONS**
- ➤ **BLOG CREATION & POSTING**
- ➤ **PRESS RELEASE SUBMISSION**
- ➤ **PROFILE CREATION**
- ➤ **BUSINESS PROFILE LISTING**
- ➤ **LOCAL LISTING**

- GUEST BLOG POSTING
- PRODUCT SUBMISSION
- FORUM SIGNATURES AND COMMENTING
- BLOG COMMENTING
- QUORA QUESTIONS & ANSWERS
- INFOGRAPHICS CREATION & SUBMISSION
- DOCUMENT / PPT SUBMISSION
- VIDEO SUBMISSION
- REVIEW SITE SUBMISSION
- MONITORING SEO PROCESS
- PREPARING SEO REPORTS

Module 8 – 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 UPDATE (LINK POSTING)**

Module 9 – Content Marketing

- **UNDERSTANDING CONTENT MARKETING**
- **IMPORTANCE OF CONTENT IN DIGITAL MARKETING**
- **CREATING FRESH AND UNIQUE CONTENT**
- **KEYWORD DENSITY IN A CONTENT**
- **TUTORIALS AND EVENT BASED CONTENT MARKETING**
- **CONTENT SPINNING**
- **GRAMMAR CHECKER TOOLS**
- **DUPLICATE CONTENT CHECKER TOOLS**
- **IMAGES IN CONTENT**
- **SEO FRIENDLY CONTENT WRITING**

Module 10 – 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**

➢ **WWW AND NON WWW WEBSITE VERSIONS**

➢ **GEO TARGETING THROUGH GWT**

➢ **LINK REMOVAL THROUGH GWT**

➢ **LINK ANALYSIS THROUGH GWT**

➢ **INTERNAL LINK ANALYSIS THROUGH GWT**

Module 11 – 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**

➤ **REAL TIME AND OFFLINE TRACKING THROUGH GAT**

➤ **USE BEHAVIOR TRACKING THROUGH GAT**

➤ **SETTING GOALS THROUGH GAT**

➤ **GOOGLE ANALYTICS INDIVIDUAL QUALIFICATION**

Module 12 - 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**

➤ **LANDING PAGES**

➤ **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

- NEGATIVE KEYWORDS

- QUALITY SCORE

- REMARKETING

Module 13 - Google Adwords Certifications

- GOOGLE ADWORDS EXAMS THEORETICAL PREPARATION

- SIGN UP FOR GOOGLE ADWORDS CERTIFICATIONS

- GOOGLE ADS SEARCH CERTIFICATION

- GOOGLE ADS DISPLAY CERTIFICATION

- GOOGLE ADS VIDEO CERTIFICATION

- SHOPPING ADS CERTIFICATION

- GOOGLE ADS - MEASUREMENT CERTIFICATION

Module 14- 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.**

INSTAGRAM

- WHAT INSTAGRAM IS?
- HOW TO CREATE PROFILES ON INSTAGRAM?
- DIFFERENCE BETWEEN INDIVIDUALS AND COMPANY PROFILES.
- WHY TO PROMOTE AT INSTAGRAM?

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

LINKEDIN

➢ **HOW TO CREATE A PAGE ON LINKEDIN?**

➢ **HOW TO PROMOTE YOUR BUSINESS ON FACEBOOK?**

➢ **HOW TO INCREASE LIKES FOR YOUR FACEBOOK PAGE?**

➢ **HOW TO ADD CONNECTIONS IN LINKEDIN?**

➢ **HOW TO SHARE LINKS AND CONTENT IN LINKEDIN POSTS?**

➢ **HOW TO JOIN GROUPS AND PROMOTE YOUR BUSINESS.**

➢ **HOW TO POST AN ARTICLE ON LINKEDIN ?**

YOU TUBE

➢ **WHY YOU TUBE**

➢ **HOW TO OPTIMIZE VIDEOS**

➢ **UNDERSTANDING VIDEO MARKETING**

➢ **LINK BUILDING WITH YOU TUBE**

Module 15 - ORM (Online Reputation Management)

- ➤ **WHAT IS ORM?**
- ➤ **HOW TO MANAGE ORM?**
- ➤ **CREATING POSITIVE REVIEW'S**
- ➤ **ACTIVITIES PERFORMED IN ORM**

Module 16 - 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 17 - Mobile Marketing

➢ **WHAT IS MOBILE MARKETING?**

➢ **CREATING MOBILE MARKETING CAMPAIGNS**

➢ **COLLECTING DATABASE**

➢ **SENDING BULK MESSAGES**

Module 18 – Mobile App Marketing

- RESEARCH TARGET MARKET
- UNDERSTAND YOUR COMPETITORS
- ADD YOUR APP TO GOOGLE PLAY STORE
- OPTIMIZE YOUR APP STORE PAGE
- GET REVIEWS FOR YOUR APP
- WORK ON SOCIAL MEDIA PLATFORMS
- USE INFLUENCERS (THROUGH TWEETS, VIDEOS, BLOG POSTS)
- PERFORM SEO FOR YOUR APP
- SUBMIT APP TO APP STORE DIRECTORIES

Module 19 - 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 20 – Ecommerce Marketing

- ➢ **UNDERSTANDING ECOMMERCE MARKETING**
- ➢ **DIFFERENT KIND OF ECOMMERCE PLATFORMS**
- ➢ **MAJOR ECOMMERCE PORTALS IN INDIA**
- ➢ **HOW TO PROMOTE YOUR ECOMMERCE WEBSITE**

Module 21 – 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**
- ➤ **OPTIMIZING GOOGLE ADSENSE ADS FOR BEST PERFORMANCE**
- ➤ **PERFORMANCE REPORTS**
- ➤ **HOW TO EARN MONEY WITH GOOGLE ADSENSE**
- ➤ **GETTING CHEQUES FROM GOOGLE ADSENSE**

Module 22 - SEO Tools

➢ **AHREFS: SEO KEYWORD TOOL**

➢ **MAJESTIC: MARKETING SEO TOOLSS**

➢ **GOOGLE SEARCH CONSOLE SEO TOOLS**

➢ **SEMRUSH: MARKETING SEO TOOLS**

➢ **MOZ SEO TOOLS**

➢ **WOORANK: SEO RANKING TOOLS**

➢ **UBERSUGGEST: KEYWORD TRACKING TOOLS (NEIL PATEL)**

➢ **ALEXA RANK CHECKER**

➢ **GRAMMARLY CHECKER TOOLS**

➢ **URL SHORTENER**

➢ **BACKLINKS CHECKER TOOLS**

➢ **PLAGIARISM CHECKER TOOLS**

➢ **AUTOMATIC XML SITEMAP GENERATOR**

➢ **PAGESPEED INSIGHTS**

Module 23 – Freelancing

- **UNDERSTANDING FREELANCING**
- **FREELANCING WEBSITES**
- **SIGN UP WITH FREELANCING SITES**
- **GETTING PROJECTS THROUGH FREELANCE WEBSITES**

Module 24 – Revision

➢ **RELAX & REVISE WHAT YOU HAVE LEARNED AT SEO AIM POINT**

➢ **SOLVE QUERIES YOU HAVE**

➢ **CREATE STRATEGIES FOR YOUR FUTURE (PREPARE FOR YOUR INTERVIEW)**

Module 25 – Test on Digital Marketing

➢ **GIVE A TEST ON DIGITAL MARKETING THAT IS PREPARED BY SEO AIM POINT TEAM.**

➢ **CLEAR YOUR TEST DOUBTS**

➢ **COLLECT YOUR DIGITAL MARKETING CERTIFICATE FROM SEO AIM POINT.**

Our Faculty

Mr. Rajendra Parouha

Digital Marketing Trainer

Rajendra is a post graduate Master of Computer Application (MCA) and having more than 11 years of experience in digital marketing. He is a passionate about Digital Marketing and love to develop strategies and innovative new ideas which can improve the business ROI. He started his career from Mumbai as a SEO professional and today he is head of digital marketing at SEO AIM POINT. He has deep understanding and ability to train people for their business, career and marketing skills. As a versatile digital marketing professional, he has strong understanding of Social Media Marketing, Search Engine Optimization (SEO), ORM and Pay Per Click (PPC) Marketing etc.

Mr. Sanjay Burman

Digital Marketing Trainer

Sanjay has done Master of Computer Application (MCA) and having more than 11 years of experience. He is Google Analytics and Google Ad Words Certified professional. He is punctual, hardworking and very friendly in nature. He has strong understanding of web design, development, Search Engine Optimization and Online Marketing techniques and strategies. He knows how to develop a website that is SEO friendly and how a business can grow exponentially. He is expert in building new strategies in Digital Marketing to achieve maximum growth in quick time.

RESIGTER for Demo NOW

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