



- ▶ **100% Placement Record**
- ▶ **Experienced Faculty**
- ▶ **Certifications**
  - 1. Vdigital
  - 2. Also training provided for Google Ads Search

## **DIGITAL MARKETING COURSE** **CERTIFICATION PROGRAM**

### **About Course :**

**Digital Marketing** Course includes 80% Practical and 20% Theory. Our Modules include Introduction to Online Marketing, Its Techniques, Search Engine Optimization Social Media Marketing, Google Ads PPC, Lead generation Techniques, Mobile Marketing and Many More.

### **Key Features:**

- **25+ Modules**
- **100+ Hours Classroom Training**
- **Advance Tools**
- **Google Ads Certification**
- **100% Placement Assistance**

## Our Achievements in Digital Marketing

### Meet our Successful Working Students



Name : **Aziz**  
Course : Digital Marketing  
Job Post : SEO Analyst  
Company : Acaira Technologies



Name : **Komal Sonawale**  
Course : Digital Marketing  
Job Post : SEO & SMM Executive  
Company : Alfa KPO Pvt. Ltd.



Name : **Ravi Gupta**  
Course : Digital Marketing  
Job Post : SEO Analyst  
Company : Capsicum Mediaworks



Name : **Pooja Patil**  
Course : Digital Marketing  
Job Post : Digital Marketing Executive  
Company : Adfine Advertising Agency (Pune)



Name : **Renuka Shinde**  
Course : Digital Marketing  
Job Post : Previously Housewife and now doing Digital Marketing for her own Business  
Company : Owner of Sadguru Pest Control



Name : **Vijay Bhanushali**  
Course : Digital Marketing  
Job Post : Using Digital Marketing for his own Business Development  
Company : Owner of Heer Properties



This could be  
**YOU**

## **1. Introduction of Digital Marketing**

- ✓ Introduction to Digital Marketing.
- ✓ DM Opportunities.
- ✓ Digital Leadership.

## **2. Digital Marketing Techniques**

- ✓ Introduction on Digital Marketing
- ✓ Techniques SEO, SEM, SMM, SMO etc.

## **3. Domain and Hosting**

- ✓ What is Domain name?
- ✓ Domain name registration guide.
- ✓ Hosting and Types of Hosting Guide for Website.

## **4. Website Designing Guidelines**

- ✓ Website Design Technology, Html and CSS Introduction and Website Structure.

## **5. Blogging (blogger.com)**

- ✓ How to create Blog.
- ✓ How to enable Meta Tag Description.
- ✓ How to create Post.
- ✓ How to optimize a post according to on page SEO Techniques.

## **6. Creating Website (Word Press)**

- ✓ How to create free blog on Wordpress.com.
- ✓ How to create Pages and Menu.
- ✓ How to create category.
- ✓ How to create Post.
- ✓ How to optimize post according to on page SEO Techniques.

## **7. Search Engine Optimization (SEO)**

- ✓ What is SEO (search engine optimization)
- ✓ How search engine works?
- ✓ Basic of SEO techniques.
- ✓ Keyword research and analysis
- ✓ On page SEO in details.
- ✓ Off page SEO in details.
- ✓ SEO tools and report analysis.

## **8. Google Analytics**

- ✓ Introduction to Google Analytics.
- ✓ Google Analytics Tracking Code Setup to Website.
- ✓ Google Analytics Tracking Code Verification using Google Tag Assistant.
- ✓ Benefits of Tracking and Analyzing Web Data.
- ✓ Advantage of using Google Analytics.
- ✓ Introduction on Google Analytics.

## **9. Google Webmaster Tools**

- ✓ Verify your website to Google Webmaster Tool.
- ✓ Submit Sitemap.xml file for Indexing Purpose.
- ✓ Checking Index Status of Submitted Web Pages.

## **10. Digital Marketing Tools**

- ✓ Introduction on Digital Marketing Tools.
- ✓ Content Marketing Tool.
- ✓ Social Media Marketing Tool.
- ✓ SEO Tools (SEO Score, Website Page Speed Test, Sitemap.xml, Robots.txt).
- ✓ SMO Tools for Facebook OG and Twitter Summary Card.
- ✓ Website Analytics Tools.

## **11. Social Media Marketing**

### **Facebook**

- ✓ Creating Facebook Brand Page and Facebook Page Insights Analysis
- ✓ Group's Creation.
- ✓ Joining Other Groups.
- ✓ Facebook Paid Lead Generation Campaign Setup.
- ✓ Organic Reach and Engagements.

### **LinkedIn**

- ✓ Creating Custom Profile URL for LinkedIn.
- ✓ Creating Groups and Joining Other Groups.
- ✓ Creating Company Brand Page.
- ✓ Writing Articles (Pulse).
- ✓ LinkedIn Connection and Degree Network.

### **Twitter**

- ✓ Creating Custom URL for Twitter Profile.
- ✓ Creating Lists.
- ✓ Follow, Tweet, And Re-Tweet, Like, Comment, Engagement And Twitter Analytics.

## **12. Social Media Optimization**

- ✓ Facebook OG and Twitter Summary Card.
- ✓ Adding Social Media Share, Like and Follow button.
- ✓ Embedding Social Media Videos and Post to Website.

## **13. Social Media Analytics**

- ✓ Facebook page insights.
- ✓ Twitter analytics.
- ✓ LinkedIn analytics.
- ✓ Buffer.com Online Tool Guidance using Trial Version.
- ✓ Google Analytics for Social Media Visitors Analysis.

## **14. Landing Page Techniques**

- ✓ Mobile Friendly Test And Website Landing Page Loading Speed Optimization.
- ✓ Conversion Tracking Code Setup To Landing Pages.

## **15. Google Ads (PPC)**

- ✓ Introduction on Google Ads CPC
  - ✓ Types of CPC (Manual CPC, Maximize Clicks, Ecpc).
  - ✓ Keyword Research using Google Ads Keywords Planner Tool.
  - ✓ Google Ads Search, Display Network Campaign Structure.
  - ✓ Search Network Campaign setup with Manual CPC Bidding and Responsive Search Ads.
- Ads**
- ✓ Ad Group setup.
  - ✓ Creating Responsive Search Ads, Responsive.
- Display Ads.**
- ✓ Estimate First Page Bid Column and Max CPC Bid Management.
  - ✓ About Quality Score, Ad Relevance, Landing Page Experience, Expected Ctr.
  - ✓ Display Network Campaign Setup with CPC Bidding and Responsive Display Ads.

## **16. Video Marketing**

- ✓ How to Optimize your Video while Uploading on Youtube.com.
- ✓ How to create Video Campaign with Bid Strategy CPV. Video Views, Brand Awareness Campaign in Google Ads.

## **17. Email Marketing**

- ✓ Email Campaign, List Creation, Email Content Design, Analysis of Result Report.

## **18. Affiliate Marketing**

- ✓ How to create Affiliate Account on Amazon Type Ecommerce Website.
- ✓ How to Embed there Product on Website and Blog to Earn Commission.

## **19. Mobile Marketing**

### **WhatsApp**

### **Instagram**

- ✓ Profile Setup and Switch To Business Profile.
- ✓ Instagram Insights
- ✓ Trending Hash tags
- ✓ Competitor's Interaction.
- ✓ Audience Engagement.

## **20. Freelance Technique Guidance**

- ✓ What is Freelance Work ?
- ✓ How to Create SEO, PPC, SMM Package?
- ✓ How to find Freelance Work for Social Media, SEO and Content Marketing.

## **21. Trending # Tag Marketing**

- ✓ Learn How to Find the Most Powerful and Trending Hash Tags.
- ✓ Researching Highly-Demanded Traffic.

## **22. Online Reputation Management**

- ✓ What is ORM ?
- ✓ Online Reputation Management Activities.
- ✓ Content Management.
- ✓ Social Profile Management.

## **23. Design with Canva Tool**

- ✓ Creating Image for Facebook, Instagram, LinkedIn, Twitter.
- ✓ YouTube Thumbnail.
- ✓ Facebook, LinkedIn Cover Image.

## **24. Video Creation**

- ✓ Creating Reels and Videos.
- ✓ YouTube Videos and In Stream Ads.
- ✓ Facebook, LinkedIn Cover Image.
- ✓ Reels and Story.

## **25. Content Marketing**

- ✓ Content Research and Planning.
- ✓ Content Rewriter Tool.
- ✓ Content Distribution.
- ✓ Content Report and Analysis.

## **26. Interview Preparation**

- ✓ Resume Building.
- ✓ Question and Answer Practice.
- ✓ Guidance to Apply for Job.

# CERTIFICATES



## CERTIFICATE OF PROFICIENCY

This is to Certify that **Mr. Prashant Dwivedi** has Successfully  
Completed **Digital Marketing** Course with **'A' Grade**  
conducted at **Vdigital Marketing**  
from period of **January 2019 to February 2019.**

*Authorized Signatory*  
Date: 05/03/2019

*Faculty Incharge*

H.O. : vijcomp Technology Pvt. Ltd., A-Wing, 4th Floor, B.E.S.T. Commercial Complex, Opp. Andheri Railway Stn. (W), Mumbai - 400 058.  
Email : vijcomp@yahoo.co.in / vijcomp@vijcomp.com Web : www.vijcomp.com

## Congratulations!

vikash Kumar



Completed  
**Google Ads Search**  
on November 24, 2018

Completion ID: 2427944 Expires: November 24, 2019

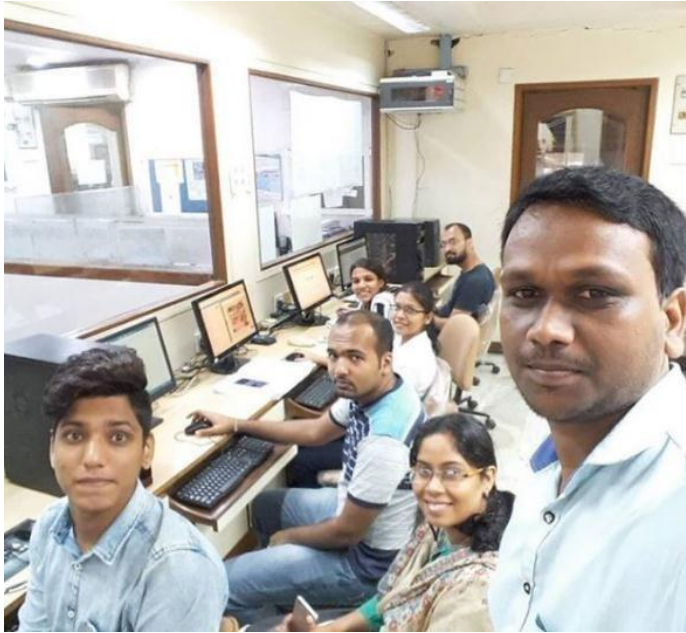
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You know how Google Ads Search works and how to setup your Google Ads Search campaign.





## Class Room Training





# Digital Marketing Tools You Will Learn



## **CAREER OPPORTUNITIES**

### BEING A DIGITAL MARKETER

<b>ENTREPRENEUR</b>	Start your own Business
<b>FREELANCER</b>	Work on Individual Projects
<b>ONLINE EARNING</b>	Earn from AdSense / Affiliate
<b>PROFESSIONAL JOB</b>	Work for a Company

**Have any query.. ??  
or  
want to register for a  
FREE DEMO  
Lecture??**

**WhatsApp or Call Us: 9320957717 / 18.**

**You Can Also Email Us: [vissicomp@yahoo.co.in](mailto:vissicomp@yahoo.co.in)**

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