



DD CAMPUS



ADVANCED DIGITAL MARKETING TRAINING INSTITUTE

BECOME DIGITAL MARKETING
EXPERT





Way to Successful Career

**27 Module
Delivered**

Course Duration – 3 Months

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India's Most Advanced Digital Marketing Training Delivered by DD CAMPUS,,



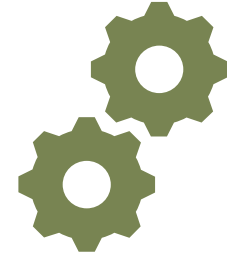
WHY DDCAMPUS



13 Certificate



Google Certified Trainer Lifetime Career Support



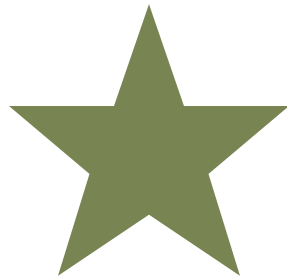
Free Seo Tools



Free Demo



100% Placement Assistance



100% Placement Record



Affordable Fee



Corporate Training level



Unlimited Doubt Session



**GROW
YOUR
BUSINESS**



Way to Successful Career

**DIGITAL MARKETING COURSE
WILL HELP 100%**

Become Digital Marketing Expert



DD Campus one of the best institute for **digital marketing** in India with over 500+ trained professionals providing advanced **digital marketing courses** in entire Asia. Enroll now!!

ADVANCED DIGITAL MARKETING COURSE WORLD TRENDING COURSE



DDcampus.in/

Our Course Module

Module 1

Digital Marketing fundamental

- What is Digital Marketing?
- Difference between traditional Marketing and Digital Marketing
- Importance of Digital Marketing
- Scope of Digital Marketing
- Important factors (module) in Digital Marketing
- Who can Learn Digital Marketing Course?
- Types of the job and Salaries in Digital Marketing Industry



OBJECTIVE OF THE TRAINING

Module 2

Website Creation

- Website in HTML and WordPress
- Static and Dynamic Website
- How to buy website domain name and hosting server
- How to connect domain and hosting server
- Uploading website on server
- Structure of HTML code
- Free theme and free Template
- Creation of business email id



OBJECTIVE OF THE TRAINING

Module 3

Search Engine Algorithm

- Why Search Engine made algorithm?
- Latest Google Algorithm and updates
- Google panda Algorithm
- Google Penguin Algorithm
- Google Hummingbird Algorithm
- Google Mobile Friendly Update
- Google EMD Algorithm
- Google pigeon Algorithm
- Google Caffeine Algorithm
- Google Algorithm News



Module 4

Search Engine Optimization (SEO)

- Introduction of SEO
- Benefits of SEO
- Types of SEO
- Search Engine spider (how the Search engine works?)
- Search Engine Basics
- Major Search Engines
- Top SEO Blogs
- Website Ranking (Global)
- Backlink Creation /Backlink Importance
- Important Web Browser Extension
- Important SEO Tool
- DA /PA Authority
- Website Ranking
- Increase Website Score



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EXECUTIVE MODULE

Module - 4

SEO ON PAGE

- Keywords Search (according to business)
- Keywords Ranking
- LSI Technique
- Initial Site Analysis
- Competitor Site Analysis
- Keyword Stuffing
- H1 H2 H3 tags
- Anchor Text
- Creation of Favicon
- Content Optimization
- HTML Code error
- Internal /External Link
- Image Optimization
- Outbound / Inbound Link



Module - 4

EXECUTIVE MODULE

SEO OFF PAGE

- Search engine submission
- Directory Submission
- SBM Submission
- Blog posting
- Article Submission
- PPT Submission
- Logo Submission
- Infographic Submission
- Videos submission
- Forum and press release
- Free Classified Submission
- Question and Answering the platform
- Local Business listing
- website ranking (Map Result)
- Google Business Reviews
- Keyword Reporting
- Seo reporting
- Website Analysis Reporting
- User traffic Reporting



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Module 5

Image Design

- How to Create an Image
- How to Design an image
- How to use Canva?
- Make free logo for website
- Select Best Template for Design image
- Make Attractive Logo / Images
- Best Tool for Image Design



PPC Course with Google AdWords

- AdWords Fundamentals
- What is Google AdWords?
- Setting up the google Account Creation Billing method
- Types of Google advertisement
- Difference between Search Display Campaign
- Important Factor in all Campaign
- Promote any business from by All Advertisement
- AdWords Account Limit
- Guideline of Google AdWords
- What is CTR ,Impression , CPC
- What is Campaign Goal
- All Keywords match type
- Keywords Planner
- Search Network Campaign / lead Campaign
- Display Campaign
- Shopping Campaign
- Video Campaign (you tube)
- Tracking Covarions



- **Social Media Marketing (SMM)**

- SMM Fundamentals
- AdvantEdge Over Online Marketing
- Make Facebook Campaign
- Make LinkedIn campaign
- Make Instagram Campaign
- Make Twitter Campaign
- Setting All Campaign
- Promote Brand By Social Sites Campaign
- Billing method
- Lead Traffic Generation
- Benefits from Campaign
- Best Campaign Goal (According to Purpose)
- Social Media Benefits
- Brand Management Strategies
- Network Profile Creation
- How Social Media is Affecting Google Search
- How to Choose Right Social media
- How to generate word of mouth



Facebook Marketing

- Understanding Facebook marketing
- Facebook Profile Creation
- Facebook Marketing Benefits
- Facebook Business Page Role
- Types of Facebook marketing Advertisement
- Creations First Campaign and Optimization
- Remarketing Strategy from Facebook ads
- Facebook video Marketing
- Facebook shopping Campaign (Ecommerce sites)
- Traffic and Lead generations
- Branding from Facebook campaign
- Billing method
- Setting location , goal, audience



LinkedIn Marketing (Campaign)

- LinkedIn Introduction
- LinkedIn Fundamentals
- Creation profile and setting
- Increase reach and visibility
- LinkedIn group
- LinkedIn job posting
- LinkedIn Important Factors
- LinkedIn Campaign Create
- LinkedIn Company build a relationship
- Setting Campaign and optimization
- LinkedIn Campaign Important factors
- Branding by linkedin
- Billing method
- Reporting and optimization



Twitter Marketing (Campaign)

- Twitter fundamentals
- Twitter Profile
- Twitter Campaign Benefits
- Twitter Advertisement
- Twitter Important factor
- Twitter First Campaign
- Leads and Traffic Advertisement
- Branding from LinkedIn Campaign
- Professional Build Relation
- Advertise reporting
- Increase Followers
- Twitter strategy
- Increase sales
- Why important Twitter



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You tube Marketing

- Understand Youtube Marketing
- How to Create Channel?
- Seo for Youtube videos,
- How to Promote any Business from youtube?
- Content strategy for Youtube
- Important Factors in You tube
- Best Tool for Image Design
- Branding by Youtube
- Videos Optimizing
- How to make Best You tube Profile?
- Why youtube Important?
- Increase subscribe,
- Increase views,
- Increase CTR,



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Module 12

SOCIAL REPORTING MODULE

Social Sites Reporting

- Facebook Insight Reporting
- Twitter Insight Reporting
- LinkedIn insight Reporting
- Instagram reporting
- Blog and Youtube Reporting



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Inbound Marketing

- Overview of Inbound Marketing
- Optimizing your Website for Search engine
- Covert Visitor in leads
- Creating Content with a purpose
- Increase word of mouth
- Active on Social media
- The anatomy on landing page
- Optimize Thank you page
- Email Marketing to right Person



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Lead & traffic Generation

- What is Lead?
- Types of Lead?
- How to get Relevant lead?
- How to Increase Leads online?
- Role of landing page
- Role of Thank you page
- Optimizing Thank you page
- Converting Visitors into lead
- Converting Leads into sales
- What is Traffic?
- Types of Traffic?
- How to analyze & Track Traffic
- Way to increase Relevant Traffic



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Affiliate Marketing

- What is Affiliate Marketing
- Cost per sale (CPA)
- Cost per lead(CPL)
- Cost per Click (CPC)
- Important Factors in Affiliate Marketing
- Affiliate Marketing Basic
- Affiliate Network History
- Affiliate Earning Platform
- How to link with Affiliate Marketing
- Ecommerce Account creation
- How to Choose Suitable Network
- publisher Case Studies



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ORM

- Introduction of ORM
- Online Monitoring / Brand Monitoring
- Understand Clients Business
- Engaging with customers.
- Building Positive links
- why important ORM
- ORM important Factor
- Business listing
- Creating profile on other social sites
- How Generate positive word of mouth
- Manage Comment and rating
- importance ORM Strategy
- How build Positive Reviews



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Email Marketing

- Introduction of Email Marketing
- What is Email Marketing
- Behavior based Email marketing
- Types of email Marketing
- Email Marketing strategy
- How to create mail list
- Email list create
- Solve Spam problems
- How to use free tool for Email marketing
- Important factors of Email Marketing



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Video Marketing

- What is Video marketing?
- Importance of Video Marketing
- how get response from Social sites
- Benefits of Video Marketing
- Branding from Videos Marketing
- how to Target Relevant audience by Video marketing
- Video Marketing Report
- Make money by video
- Business branding Strategy from videos
- how to rank your video on youtube
- Important Advanced Settings functions update?



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Google AdSense

- What is AdSense?
- Importance of AdSense
- Get Approval from AdSense
- Create account AdSense
- Benefits of AdSense
- important factors in AdSense
- AdSense policy must know!!
- How can earn money from google AdSense
- Optimize and manage google AdSense account
- how to allow and disallow ads on blog?



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Blogging

- How to Create a Blog?
- Make money from Blog
- important factors in blogging process!!
- How to create page
- How to customize and manage setting
- Create Blog without investment
- Benefits of blogging
- WordPress site blogging
- Blog Basic to advance Knowledge
- Get AdSense approval for blog?



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WordPress Website Creation

- Buy domain & Hosting
- Buy Hosting server Space
- Get user Id & Password
- WordPress Installation
- Feature of WordPress
- Quick Install The WordPress
- Create Profile
- Upload free WordPress
- Understanding the WordPress theme structure
- Choose Right theme according to brand
- Editing and customizing theme
- understand WordPress dashboard
- create page, blog, post, and content administration
- Menu Design
- Using WordPress plugin



Module 21

- Using WordPress plugin
- Recommended WordPress Plug-in
- Page Design and customize
- seo on WordPress
- Page Design and customize
- Page Optimization
- Post Optimization
- Image Optimization
- URL Optimization



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Content Marketing

- What is Content Marketing
- Benefits of Content Marketing
- Best way To write Content
- Content Marketing Strategy
- Why Business need Content Marketing Strategy
- Create Content
- How to Create Best content for website Ranking
- Manage Social Media
- Keywords Base Content
- Content Optimization



E - Commerce Marketing

- Introduction E-commerce Marketing
- Fundamentals of E- Commerce Marketing
- Different Types of E-Commerce Marketing
- Top E - Commerce Marketing Website in world
- How to Promote E -commerce site BY (seo) (smo)
- How to use Affiliate Marketing to Promote website



Google Webmaster Tool

- Introduction of Webmaster tool
- Important factors in Webmaster tool
- Setting up google webmaster tool Account
- Adding Website on Google Webmaster tool
- Tracking Website Performance from webmaster tool
- Checking Crawling, Indexing, Crawling Error
- How to Add Sitemap
- How to Check website Performance
- How to use webmaster tool



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Google Analytics Tool

- Introduction Google Analytics Tool
- How google analytic tool work and get benefits for seo
- Google analytics account Structure
- setting up google analytics tool
- guideline of analytics tool
- Analytics code adding on website
- Tracking Audience
- Tracking Traffic for page Visitor
- Understanding Goal and Conversion
- Benefits of Analytics tool
- How to help to grow Business



PPT Training

- Interview Preparation
- Guidance of interview
- Improve Personality development
- group Discussion for job
- Important Question & Answer for grab Interview
- Understand Company Need
- How to Crack job Interview



Freelancing (Freelancer)

- What is Freelancing
- Benefits of Freelancing
- platform For freelancing
- what is a Freelancer?
- Understand Freelancer Strategy
- How to grab freelancer project?
- How to Earn from online?
- Platform for Earning ?
- Make Freelancer Profile?
- Important factors of Freelancing

