ATS
ATS Learning Solutions

DIGITAL MARKETING

CURRICULUM OF DIGITAL MARKETING(24 – HOURS)

CERTIFICATION BUNDLED

GOOGLE ADWARDS CERTIFICATION BY GOOGLE HTML5 APPLICATION DEVELOPMENT FUNDAMENTAL BY MICROSOFT

Digital Marketing

- What is Digital Marketing
- Digital Marketing Strategy
- Key Concepts
- Traditional vs Digital Marketing

Affiliate Marketing

- Working and Popularity in Affiliate Marketing
- Affiliate Marketing Entrepreneur
- Job Opportunities (Permanent/Freelance)

SEM(Search Engine Marketing) using Search Engine Optimization

- Types of Search Engine
- How SEO Works
- Essential Optimization Technique
- Conducting Keyword Research using Tools and
- Techniques
- On-Page SEO
- Off-Page SEO

Creating Designer WebPages using HTML5

- Basic Tags
- Sections , Outline, Audio, Vedio in HTML5
- Forms in HTML

Creating Websites Using Wordpress

- What makes a website Effective
- Choosing a Domain Name
- Creating pages and Linking of SMM tools
- Integration of Social Media into Website
- Other plugins (Yoast SEO , Contact Form)

Creating Ads using Google AdWords

- Google AdWords

Google Analytics

- Introduction to Measuring Data
- How online Analytics Work

Social Media Marketing

- Social Media and Types of Social Media Marketing
- Facebook Marketing
- LinkedIn Marketing