SNIT Training

INSTITUTE

ADVANCED DIGITAL MARKETING TRAINING

SNIT Training

I N S T I T U T E

About us

Welcome to SNIT! SNIT is an Institute dedicated to help students to get their career to succeed through Digital Marketing Courses, Microsoft Azure Cloud, Computer Networking, and Software Training programs.

We provide Course Certification Training Programs in Hyderabad for Google, Cisco, Microsoft Azure, AWS, and many more. We have partnered with various companies and agencies to help place our students with the best matching position with Companies.

Services:

SNIT Solutions is a Private Limited organization. We provide managed IT Services and Digital Marketing Agency that focuses on growing your Business successfully.
Corporate Training services on various domains including Information Technology.

Students also shall be supported for placements from SNIT Training institute after successfully completion of the Courses.

You shall also get trained on:

- Interview Questions & Answers
- Resume writing
- Mock Interviews

The Only Institute with 200+ Google 5.0 Ratings with 95% Success Rate

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Aurora's ScientificTechnological
& Research Academy

Geethanjali College of
Engineering &Technology

Anurag University

Guru Nanak Institutions

OurStudentsPlaced

SNIT

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Prolifics.

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wipro

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HOSPITALS

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INFOTECH

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GROUP

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Extramarks

am appmajix

YouSayWePen

DELTA
TECHNOLOGIES

Our Students Testimonial

Thanks to SNIT

I GOT PLACED
@
HI-TECHSTERS
IT SERVICES PRIVATE
LIMITED
AS
SOCIAL MEDIA
MANAGER

N Gayatri
KL University

Thanks to SNIT

I got Placed
@
Tag Digital's
as
Digital Marketing
Executive

Tejaswi
Dhanekula Institute Of
Engineering & Technology

Thanks to SNIT

I got Placed
@
SLG Hospitals
as
Digital Marketing
Executive

Sheri Sai Kumar

Diploma

Thanks to SNIT

I got Placed
@
Optomech
Engineers Pvt Ltd

Gumpula Mounika
MBA
Nishitha College of
Engg & Tech

Thanks to SNIT

I GOT PLACED
@
SOCIALIGHT
AS
OPERATIONS
MANAGER

Uday Kumar
MBA

Thanks to SNIT

I got placed
@
Social Post
Channel
as
Digital Marketing
Executive

Gouthami
Dhanekula Engineering
College

Our Students Testimonial

Thanks to SNIT

I GOT PLACED @ FORTUNE GLOBAL ORGANISATION

Raja Rajeshwari
B.Tech

Javeed

Thanks to SNIT
I got Placed
@
You Say We Pen
as
Digital Marketing Executive

Thanks to SNIT

"

I got Placed
@
Shyam Multistore
Pvt Ltd

"

Pushpanjalii
Khallikote University

Thanks to
SNIT
I got placed
@
Evergent
Technologies
Pvt.Ltd

Mahanthi
B.Tech from
AVN College of
Engineering

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I got Placed
@
HCL

NAGARAJ D

Aurora College of Engineering
Hyderabad

Thanks to SNIT

I GOT PLACED
@ WIPRO
Ramya
B.Tech
From Kakathiya
University

Thank You

We look forward to hear from you for assistance, feel free to contact on below contact details

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✉ snittraining@gmail.com

🌐 www.snitsolutions.in

INDEX

Module 1: Website Design and Development

Learning Objective: In this Module, you will learn about different aspects of digital marketing, and how to design and develop the website with hands-on practice.

Project 1: Introduction to DigitalMarketing

- What is Digital Marketing?
- Types of Digital Marketing
- 4 P's of marketing
- Digital Marketing vs Traditional Marketing
- Marketing Funnel.
- SWOT Analysis
- Traffic – Targeted vs Non-Targeted.

Hands-on practice:

- ✓ What is Digital Marketing?
- ✓ How many types of digital marketing?

Project 2: Importance of website in Digital Marketing

- What is a website?
- Importance of Website
- Types of Websites
- Difference between Static & Dynamic Websites
- Kinds of Websites
- Domain Name
- Types of Domains

Hands-on practice:

- ✓ What is website & its importance?
- ✓ What are the types of websites?
- ✓ What are the domain extensions?
- ✓ Types of domains?

INDEX

DAY – 2: DNS and How to Secure Website

- 8. DNS - Domain Name System
- 9. How to choose good domain?
- 10. Web Hosting
- 11. Purchasing Domain & Hosting
- 12. SSL Certificate
- 13. Types of SSL Certificates

Hands-on practice:

- ✓ What is DNS?
- ✓ How to choose good domain name?
- ✓ What is web hosting & types of hosting?
- ✓ What is SSL Certificate and it's important?

Project 3 – Live Website Creation with WordPress

- Introduction to WordPress
- Advantages of WordPress
- Create your account with profreehost.com or infinityfree.net
- login to control panel
- Install wordpress and theme
- Pages Creation

Hands on practice:

- ✓ Create and Install wordpress in Practice Websites
- ✓ Select the theme and install
- ✓ Create Menus, Add widgets
- ✓ Selection and change of the wordpress theme

Project 4 - Website Feature Installation

- Plugin installation
- Chat App Installation
- WhatsApp Integration
- Slides Designing

INDEX

Hands on practice:

- ✓ Install Live Chat Plugins

Module 2 – Search Engine Optimization (SEO)

Learning Objective: In this Module, you will learn the science behind SEO and how to drive organic traffic to your website, along with how to do keyword research using tools and On-Page optimization and Off-page optimization Techniques.

Project 1 - Introduction SEO

- Introduction to SEO
- How does the search engine work?
- Crawling, Indexing and Page Ranking Mechanisms.
- Google Sandbox concept.
- Understanding SERP – Search Engine Results Page
- Google Algorithm updates.
- Panda, Penguin, Hummingbird updates.
- SEO Techniques - Black Hat vs White hat SEO's
- 8. SEO Tools

Hands On practice:

- ✓ Read about algorithm updates and write what you understand
- ✓ Write about crawling, indexing and page ranking.

Project 2 - Keyword Analysis

- What are Keywords?
- Types of Keywords.
- Keyword Ideas Generation – Uber Suggest
- Google Keyword Planner Tool
- Keywords Analysis Tools. (Keyword Tool – Paid Tool)
- Keywords Research Process.
- Competitor Analysis.
- Using tools for Competitor Analysis.

INDEX

Hands on practice:

- ✓ Do a Keyword analysis / ideas and volume for:
- ✓ digital marketing training and Microsoft azure training
- ✓ Competitor Analysis for www.snitsolutions.in

Project 3 - On Page Optimization

- What is On-page optimization
- Fundamental On-page Factors.
- Setting a Title for the Page/Post.
- Setting proper Description for your page/post.
- Page/post URL & its importance.
- Headings, Importance of Heading and Rules.
- Image Filename Optimization.
- Image Alt tag and its Importance.
- Keywords placement and keyword Ratio/keyword density.
- Importance of content.
- Content Quality

Hands-on Practice:

- ✓ Install and setup SEO Yoast plugin and do on page seo
- ✓ Write Meta title, meta description, url or slug, keyword phrase

DAY – 2: How to check content & more techniques

- Plagiarism checking tools
- Creation of Robots.txt
- Creation & integration Sitemaps.
- Site Speed Analysis
- Images optimizations.
- Anchor Links Optimization.
- Google Analytics Integration
- Redirections - 301 & 302

INDEX

Hands-on Practice:

- ✓ Plagiarism check for the content
- ✓ Check snitsolutions.in site speed analysis

Project 4 - Off Page Optimization

- Introduction to Off Page Optimization.
- What is Link Building?
- Types of Linking Methods (One Way, Two Way and Three Way Links).
- Types of backlinks – Do Follow Vs. No Follow.
- Directory Submissions.
- Social Bookmarking.
- Local Business Listing.
- Article Submissions
- PDF and PPT submissions

Hands-on Practice:

- ✓ Search and list out High Page Rank Directory Submissions list
- ✓ Search and list out High Page Rank Social Bookmarking Submissions list
- ✓ Search and list out High Page Rank Local Business listing Submissions list

Do the following link building:

- ✓ Directory submissions – 5
- ✓ Social book-marking submission – 5
- ✓ Local listing - 5

DAY – 2: More Off-Page Techniques

- Using Classifieds for Inbound Traffic.
- Generating Links from QA Sites.
- Guest Blogging.
- Forum Discussions
- Press releases
- Blog Commenting.
- Links Analysis Tools. – (Ahrefs, SEMRush, Moz, SpyFu keyword tools)

INDEX

- What is Domain Authority?

- Factors that influence domain authority

- Domain Authority (DA) vs Page Authority (PA)

- How to Increase Domain Authority.

Hands-on Practice:

- ✓ Search and list out High Page Rank Classified Ads list

- ✓ Search and list out High Page Rank QA sites list

- ✓ Search and list out High Page Rank Blog commenting list

Do the following link building

- ✓ Classified ads submissions – 10

- ✓ QA sites submission – 5

- ✓ Blog commenting- 5

Project 5 - Google Search Console

- Setting Geo-target location.

- Search Queries Analysis.

- Filtering Search Queries.

- External Links Report.

- Crawls Stats & Errors.

- Fixing Crawl Stats Errors.

- Fixing 404 Errors.

Hands-on Practice:

- ✓ Create a report for website performance

- ✓ List out search queries

- ✓ Inspect the URL's

- ✓ List out the internal & external links

Project 6 - Local SEO / Location Based SEO

- Google Business Listing

- Creating Knowledge Panel for your business

- Map listing optimizations.

INDEX

- Adding posts to Google business listings.
- Increasing business visibility through local SEO

Hands-on Practice:

- ✓ Analyze competitors Google business listings
- ✓ Write keyword ideas for voice search

Project 7 - SEO Reports

- Using tools for SEO – Free tools and Paid Tools
- Website SEO Audit – On Page & OFF Page
- SEO Report Creation
- Monitoring website SEO improvements

Hands-on Practice:

- ✓ Write which tools are used in?
- ✓ Create the SEO Audit report
- ✓ Create SEO off page daily worksheet

Project 8 - Google Analytics

- Introduction to Google Analytics
- How to set up Analytics Account
- Google Analytics Dashboard
- Goals and Conversions
- How to set up Goals?
- Types of Goals
- Bounce Rate

Hands-on Practice:

- ✓ Write about what is analytics?
- ✓ What are the function keys in Analytics?
- ✓ What are the goals & conversions? Types of goals?
- ✓ What is bounce rate? And how to improve?

DAY – 2: Ads integration to Analytics

- How to Integrate Ads and Analytics account?

- How to set up Filters?

- How to view customized reports?

- Traffic Sources/Channels

- Traffic Behavioral flow

Hands-on Practice:

- ✓ Create the custom report using metrics?

- ✓ Create filters

- ✓ What is acquisition & behavior?

Module 2 - SEO: Interview Questions - Exam

Module 3 – Social Media Optimization (SMO)

Learning Objective: In this module, you will learn how to leverage Social Media Channel to gain organic traffic to your website and How to promote in social media organically.

Project 1 - Introduction to Social Media Optimization

- Introduction to Social Media Optimization - Overview

- What is SMO

- What is Brand / Brand Awareness

- Why SMO is important?

- Tips to improve SMO

- 80/20 rule in social media

- What are social media channels/platforms

- Social media and it's importance in digital marketing

Hands-on Practice:

- ✓ Write few words about social media optimization

- ✓ Write about brand and brand awareness

- ✓ List out social media channels

- ✓ What is 80/20 rule?

- ✓ What is Marketing Funnel?

INDEX

INDEX

- Twitter account creation

- Twitter Dimensions

- Twitter for Brand building.

- Twitter Hash Tags - How to use

- Choosing Hash tags for your business?

- Engaging users on Twitter.

- Twitter Analytics

- Tools used in twitter

- Best time to post on twitter

Hands-on Practice:

- ✓ Write the hash tags for snitsolutions.in

- ✓ What are twitter dimensions?

- ✓ What are the tools used for twitter?

- ✓ Best time to post on twitter

Project 4 - Instagram

- Introduction to Instagram

- Why Instagram?

- Why should we use Instagram for business?

- Instagram business page creation

- Types of Instagram posts

- How to increase followers on Instagram

- Best Instagram tactics

- Instagram Dimension Recommendations

- Tools used in Instagram

- Best time to post on Instagram

Hands-on Practice:

- ✓ How would you improve Instagram?

- ✓ What is the Instagram profile size?

- ✓ How would you evaluate the success of Instagram stories?

INDEX

- ✓ What are Instagram design dimensions
- ✓ Which tools are used for Instagram?
- ✓ How many types of Instagram posting?

Project 5 - LinkedIn

- Introduction to LinkedIn
- Benefits of LinkedIn Network
- LinkedIn Business Page Creation
- Types of LinkedIn Posts
- How to use LinkedIn
- Optimizing LinkedIn posts
- LinkedIn Dimensions
- Finding Jobs in LinkedIn
- Best time to post on LinkedIn

Hands-on Practice:

- ✓ Create your own linkedin page for career growth.
- ✓ What is LinkedIn Network?
- ✓ How do you optimize linkedin for your business?
- ✓ Types of Linkedin posts?
- ✓ How do you use linkedin for your career?
- ✓ Best time to post on linkedin?
- ✓ How to create linkedin page?
- ✓ What are the recommendations & Endorsements?

Project 6 - YouTube

- Introduction to YouTube
- Why YouTube?
- Creating Channel on YouTube.
- Types of YouTube Videos
- How to Upload the video in YouTube
- YouTube Dimensions

- YouTube Creator Studio

Hands-on Practice:

- ✓ How to create customized YouTube channel?
- ✓ What are the types of videos?
- ✓ Try to create the YouTube channel
- ✓ YouTube Dimensions

DAY – 2: How to Setup YouTube Channel

- How to Optimize YouTube videos - Title, description & tags
- Importance of Cards / End Screens
- How to use Playlists
- Thumbnail Creation
- Understanding Copyrights and Spam
- YouTube Analytics.
- YouTube channel Suspension, Policy Violation rules.
- Tools used in YouTube
- Best Time to post on YouTube

Hands-on Practice:

- ✓ Write a Content for snit solutions YouTube video
- ✓ How to choose the Thumbnails
- ✓ What we see in YouTube Analytics?
- ✓ Which tools are used on YouTube
- ✓ Write Importance of End screens?

Module 3 - SMO: Interview Questions - Exam

Module 4 – Search Engine Marketing (SEM)

Learning Objective: In this module, you will learn how to increase the visibility of your website using paid advertising.

INDEX

INDEX

Project 3 - Google Ad Account Hierarchy & Pricing Models

- Campaign & Ad group limit

- The Ad Auction

- Google Ads Account Hierarchy

- Ad / Bid Pricing models

- Bid Management

Hands-on Practice:

- ✓ What are the Google Ad Limits?

- ✓ How the ad auction process works?

- ✓ What are pricing models?

- ✓ What are the flexible bid management strategies?

Project 4 - Google Search Ad Network(GSN)

- What is Google Search Ad Network (GSN)?

- Search Network Placements

- Types of ads on the search network

- Keyword strategy / analysis

- How to write best search ad copy

- About text ads on search network

- About text ads on the Display Network

Hands-on Practice:

- ✓ What are search network placements?

- ✓ What are the types of ads GSN?

- ✓ How to write the best ad copy?

- ✓ Search Ad text length limits?

- ✓ Write Digital Marketing Training – Search Ad Copy – For SNIT, use D.M Landingpage

Project 5 - Google Search Ad Campaign Setup

- Ad Goal Selection

- Select a campaign type

- Choose what action you want users to take

INDEX

- Name your campaign
- Set Your Location & Language
- Choose Your Audience
- Set Your Budget
- Ad Extensions
- Create Ad Group & Add Keywords
- Create ads
- Ad Strength
- Review & Publish

Hands-on Practice:

- ✓ Setup search ad copy in live
- ✓ Create and setup search ad copy - of your entity

Project 6 - Google Display Network (GDN)

- Introduction to Google Display Network
- Search ads vs Display ads
- How to reach customers based on interest
- Retargeting
- How Google display ads work
- Types of Display Ads
- Responsive Google Display Ads
- Google Display Ads - Sizes
- Google Display Ads Example

Hands-on Practice:

- ✓ What is Display Network?
- ✓ Types of Display Network
- ✓ How to reach customers based on interest?
- ✓ What are Responsive display ads?

Project 7 - Google Display Network Ad Campaign Setup

- Google Display Network – Ad Setup

INDEX

- Ad Goal Selection

- Select a campaign type

- Select a campaign sub-type

- Select the ways you'd like to reach your goal

- Campaign Level

- Add Bidding & budget

- Select the Duration

- Ad Group Level

- Create the Responsive ads

- Add more headings, description & enter business name

- Add Call to action

- Add more Ad Groups

- Campaign is Ready Now!

- Sent for Review | Add budget in account

- Add Extensions to your ad

Hands-on Practice:

- ✓ Setup display ad copy in live

- ✓ Create and setup display ad campaign - for your entity

Project 8 - Google Video Ad Campaign Setup

- Introduction to Video Ad Campaign

- Select the Campaign Ad Goal

- Select the Campaign Type

- Campaign Level Settings

- Select Network, Locations and Language

- Content Exclusions

- Ad Extensions

- Additional Settings

- Ad Group Level

- People: Who you want to reach

INDEX

- Select the Audiences you want to target

- Content: where you want your ads to show

- Create your video ad

- Video Ad Format

- Ad is Live

- Ads Dashboard

Hands-on Practice:

- ✓ Setting up video ad campaign in live

Project 9 - Google App Ad Campaign

- Introduction to Google App Ad Campaign

- Get Started in 3 Steps

- Select the Goal of the Campaign & Campaign type

- Campaign sub-type & mobile platforms

- Campaign Level

- Bidding & Budget

- Duration

- Ad Group Level

- Write Headlines, Descriptions

- Add Images & Videos

- Ad is Ready Now!

- Dashboard

Hands-on Practice:

- ✓ Setting up the app ad campaign in live

Project 10 - Google Shopping Ad Campaign Setup

- Introduction to Google Shopping Ad Campaigns

- Get started in 3 steps

- Reach the right shoppers with the right products

- Google Merchant Center

- Benefits

- How Shopping campaigns and Shopping ads work

- Where your ads appear

- Google Smart Campaigns

- How does smart campaign works

- Smart Campaigns vs Search Campaigns

- Benefits

Hands-on Practice:

- ✓ Setting up the shopping ad campaign in live

Module 4 - SEM: Interview Questions - Exam

Module 5 – Social Media Marketing (SMM)

Learning Objective: In this module, you will learn how to run the ads on social media channels and how to prepare bid strategy. You will get full hands-on practice on social media advertising.

Project 1 - Introduction to Social Media Marketing (SMM)

- What is Social Media Marketing?

- Why should we invest on social media marketing?

- All start with a Plan

- 8 steps to create effective SMM Strategy

- Social Media Marketing Channels

Hands-on Practice:

- ✓ What is social media marketing?

- ✓ How to prepare the social media calendar

- ✓ Explain effective way to create the social media strategy

Project 2 - Facebook Marketing

- Facebook Marketing / Advertising

- Types of Facebook ads

- How to advertise on Facebook

- Facebook ads specifications

INDEX

- How to create an effective Facebook marketing strategy
- Boost post
- Select audiences & ad duration
- Select ad goal & call to action
- Setup budget and ad placements
- Ad preview
- Estimated daily results

Hands-on Practice:

- ✓ What is Facebook marketing?
- ✓ What are the types of Facebook ads?
- ✓ Boost the snit post in live

Project 3 - Facebook Advertising - Ads Manager

- Facebook ads manager
- When should we use ads manager?
- Ad levels
- Choose a campaign objective
- Name the campaign & details - CAMPAIGN LEVEL
- Budget & bidding
- Name the ad set & select the conversion - AD SET LEVEL
- setup conversion
- Schedule
- Custom Audience
- Location & Demographics
- Detailed Targeting
- Placements
- Ad name & identity - AD LEVEL
- Ad set up
- Ad creative
- Select the primary text and call to action

INDEX

Hands-on Practice:

- ✓ Setup the Facebook ads live in ads manager

- Introduction to Instagram Advertising

- Examples

- Types of Instagram ads

- How to advertise on Instagram

- Demonstration

Hands-on Practice:

- ✓ Setup the Instagram ads live on mobile app

- ✓ Setup the Instagram ads live on Facebook ads manager

- Twitter Advertising

- Types of twitter ads

- Twitter strategy

- How to advertise on twitter

- Set up your Twitter ads account

- Choose your advertising objective

- Campaign Details

- Ad Group Details

- Bid Strategy

- Demographics

- Devices

- Audiences

- Placements

- Creatives

Hands-on Practice:

- ✓ Setting up the twitter ads in live

INDEX

Project 6 - LinkedIn Advertising

- Introduction to Linkedin Marketing
- Types of Linkedin Ad Format
- Sponsored Content
- Text Ads
- Dynamic Ads
- Sponsored Messaging Ads
- Choose the campaign objective - goal
- Name the campaign & Choose Target Audience
- Select Ad format
- Budget & Schedule
- Bidding & Conversion Tracking
- Create an Ad
- Review & Launch Campaign
- Forecasted results

Hands-on Practice:

- ✓ Setting up the Linkedin Campaign on Live

Project 7 - YouTube Advertising

- Introduction to YouTube Advertising
- Types of YouTube ads
- In-stream skippable ads
- Non skippable in-stream videos
- Discovery Ads
- Non-video ads

Hands-on Practice:

- ✓ Setting up the YouTube Campaign on Live

Module 5 - SMM: Interview Questions - Exam

INDEX

Module 6 – Email Marketing & SMS Marketing

Learning Objective: : In this module, you will learn the importance of Email Marketing and how it can be leveraged to improve sales of your business, along with email & sms marketing tools.

Project 1 - Introduction to Email Marketing

- Introduction to Email & Types of Emails
- Introduction to Email Marketing
- Benefits of email marketing
- Types of emails
- How to grow your email marketing list/audiences
- Email Marketing Metrics
- Why should i send email campaigns?

Hands-on Practice:

- ✓ What is email? Why do we use emails?
- ✓ What is email marketing? Benefits?
- ✓ What are the types of emails?
- ✓ What is CTOR?

Project 2 - Email Marketing Platforms

- Email Marketing Platforms
- What is SMTP?
- How to send marketing emails
- Choose email marketing service
- Use email marketing tips
- Implement email segmentation
- Personalize your email marketing
- Use email marketing templates

Hands-on Practice:

- ✓ What is SMTP? Full form

INDEX

- ✓ How to send marketing emails?

- ✓ What are the email marketing platforms?

- ✓ Live practice on Gmail bulk sending

Project 3 - Setting up Email Marketing Campaign using MailChimp

- Creating account in Mail Chimp

- Create the Email List in .csv file

- Setup the campaign

- Add TO list & FROM address to send campaign

- Add Interesting subject line

- Create the template - choose template theme

- upload creatives and text

- Test the email before sending

- Send the Campaign

- Check for the report - CTR | Sent | Opens | Delivered

Hands-on Practice:

- ✓ Setting up the email campaign using MailChimp

Project 4 - Email Marketing Metrics

- How to avoid the SPAM folders

- What is CAN-SPAM Act?

- Rules to follow for CAN-SPAM Compliance

- Best practices to send bulk emails

- Email Marketing metrics

Hands-on Practice:

- ✓ How to write the good email?

- ✓ How to avoid email from spamming?

- ✓ What is CAN-SPAM Compliance?

Project 5 - SMS Marketing

- What is SMS marketing

- Advantages & Importance of SMS Marketing

- why is sms marketing so effective

- How to do SMS marketing

- What are Bulk SMS

- Do's and Don'ts in SMS Marketing

- Best Practices

Hands-on Practice:

- ✓ Create and execute sms campaign using sms platform

Module 6 – Email & SMS: Interview Questions - Exam

Paid Tools Covered

- AHrefs - All in one SEO Tool

- SEMRush - Competitor Analysis

- WordAI - Article rewriting Tool

- Grammarly - Writing Assisting tool

- MOZ - SEO Software

- Canva - Creating of images, posters and templates

- Animoto - Free Video Maker

- WOO Rank - SEO Auditing Tool

- Keyword Revealer - Keyword research tool

- Keyword Tool - Keyword planner tools for all platforms

- Majestic - SEO Backlink Checker & Link Building Toolset

- BuzzSumo - content ideas, monitoring

- SpyFu - Competitor keyword Research tool for Google ads

- Alexa - Keyword research, competitive analysis & website ranking

- Lumen5 - Video making software

- Vidiq - chrome extension - Individual YouTube video analysis

- Tube Buddy - YouTube channel management software

INDEX

- UberSuggest - Keyword tool & SEO Analyzer
- Keywords Everywhere - Keyword tool for monthly search volume
- Answer the public - Search listening tools for marketer
- Hellobar - Creating beautiful pop-up's
- Mail Chimp - Email Marketing Platforms
- Subscribers - Pushing notification software for desktop and mobile
- SEO Quake - Free Plugin | Chrome Extension | SEO Tool Box
- omniture - Web Analytics tool
- Webtrends - Digital Analytics

Resources

- ✓ Notes - Soft copy
- ✓ Interview Questions
- ✓ Sample Resumes
- ✓ Job Openings updates

Job Oriented

- ✓ Mock Interviews
- ✓ Resume Preparation
- ✓ Digital Marketing Terminology

Certifications

- ✓ Course Completion Certificate from SNIT
- ✓ Google Fundamentals Certification
- ✓ Google Ads Certification
- ✓ Google Analytics Certification

Duration

- ✓ Total course duration : 60 Days
- ✓ Daily 1 hour class + 1 hour practical session
- ✓ Doubts clarification session