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Introduction to Digital Marketing

Website Planning and Creation

Search Engine Optimisation (SEO)

On Page Optimization

Off Page Optimization

Social Media Optimization (SMO)

Social Media Marketing (SMM)

Pay-Per-Click (PPC) Advertising

Content Marketing

Web Remarketing

Email Marketing

Mobile Marketing

E-Commerce Management

Online Reputation Management

AdSense, Blogging and Affiliate Marketing

Competitor Analysis

Bing Advertising

YouTube Video Marketing & Advertising

Blogging

Google AdSense

FREEMIUM AND PREMIUM Digital Marketing Tools

Our Training benefits

Tools we covered in our digital marketing course in Coimbatore:



Empowering Business Globally













REGISTER NOW!

Trainers have 13+ years experience

CONTACT US NOW

99042090708

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DIGITAL MARKETING COURSE

You may learn everything from the foundations to advanced digital marketing concepts at LITZ Tech Digital Marketing Course in Coimbatore. The training curriculum is intended for both beginners and professionals. Furthermore, we provide live instructor-led training with our mentors, who are respected specialists with 5+ years of expertise. Throughout the Digital Marketing Course in Coimbatore, you will learn about the many applications of SEO, SEM, SMO, Affiliate Marketing, and more. Gain hands-on experience with programmes like Google Analytics and Canva under the guidance of our experienced mentors. Our specialists provide hands-on instruction to ensure students fully comprehend all devices and processes.

Digital Marketing Course with SEO and SMM.

Our Digital Marketing Course in Coimbatore will teach you Digital Marketing Strategy, Social Media Marketing, Google PPC Ads, SEO, SMM, YouTube, Email, Facebook Marketing, and Google Analytics through Real World Projects. Learn Google Analytics and Tag Manager from the bottom up with hands-on demonstrations to make the right decision for your company's development. Enrol in a digital marketing course with a certificate to become a Certified Digital Marketer. This Comprehensive Course will show you how to build your optimized Google Ads PPC Campaign with sample project work to get more visits to your landing page and increase sales. This Advanced Digital Marketing Course in Coimbatore will teach you how to use retargeting and display advertising methods to get more leads. With our Classroom Digital Marketing Courses, you may earn additional money by becoming an affiliate marketer through internet marketing.

Key Features of Digital Marketing Course in Coimbatore

LIVE Project:

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Work on various industries for customers, from social media to Google AdWords. Work on genuine SEO projects to gain hands-on expertise with essential SEO methods used in projects such as site development, paid marketing, and social media.

Learn from industry experts:

Our expert trainers are professionals with real-world digital marketing experience. At Nschool Academy, our Digital Marketing Trainers commit time and measure to every student, delivering in-depth education and a complete set of hands-on exercises. Digital marketing professors provide their students with industry-relevant skills

Flexibility:

Nschool Academy offers weekend, weekday, and fast-track Digital Marketing Training in Coimbatore, with a customizable batch schedule. We provide 100% placement assistance to all qualified students who have completed the program

24*7 support:

Our Digital Marketing training institute in Coimbatore provide 24*7 support and attend oneon-one sessions with career mentors to discover how to acquire the necessary skills and mindset to land a desired job based on a learner's qualifications

Why Digital Marketing Course in Coimbatore?

Digital marketing uses the internet to promote a company, its products, or its services. This marketing may be done naturally and artificially, mainly on the internet and mobile phones.

Nowadays, people spend most of their time on the internet and mobile phones. Our LITZ

Tech Digital Marketing Training in Coimbatore should also emphasize the internet and mobile phones to reach the appropriate demographic.

In today's digital world, digital marketing is an important term for promoting products or services. Our knowledgeable instructors have vast expertise in providing Digital Marketing material to students so that they understand various tools and techniques completely. LITZ

Tech Digital Marketing curriculum includes Google, Bing, and Yahoo search engine optimization and best-in-class practical projects.

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Train from professionals with industry experience Learn theoretical concepts and gain hands-on training simultaneously Real time Hands-On Practical Experience Training to imbibe corporate practices Get certified at the end of the training

Receive placement support once the training is completed Getting exposure to latest technology up gradations.

Advanced lab facility and most updated syllabus and materials will be provided with learning tools for easy learning

You will have the access to contact the trainers at any time. **Prerequisite** Only learning interest matters in Digital Marketing technology training. We don't expect technical background to get through this learning course Course Syllabus Introduction to Digital Marketing **Website Planning and Creation** Search Engine Optimisation (SEO) **2** On Page Optimization **② Off Page Optimization** Social Media Optimization (SMO) 2 Social Media Marketing (SMM) Pay-Per-Click (PPC) Advertising Content Marketing 2 Keyword research and Website Analytics Web: www.litztech.in , www.learnitzone.in | Call: 9042090708, 8111000779, 8111000771

2 Digital Media Planning and Buying
2 Web Remarketing 2 Email Marketing
2 Mobile Marketing
E-Commerce Management
2 Online Reputation Management
2 AdSense, Blogging and Affiliate Marketing
2 Competitor Analysis
2 Bing Advertising
2 YouTube Video Marketing & Advertising
2 Blogging
2 Google AdSense
2 FREEMIUM AND PREMIUM Digital Marketing Tools Digital
Marketing Course in Coimbatore Highlights
Digital Marketing has been gaining popularity for quite some time and is currently in highdemand. Digital Marketing is an exciting career path for both freshers and experienced individuals
Introduction to Digital Marketing
What is digital marketing?
How Has Digital Marketing Evolved?

Definition of digital marketing

History and evolution of digital marketing Difference between traditional marketing and digital marketing Types of digital marketing approaches – pull and push digital marketing Why is digital marketing important?

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efinition of marketing?
ations for digital marketing Segmentation strategies the five forms of segmentation for digital marketing
ing
ed site map) Create a sketch of the pages you intended feel of the site

SEO Fundamentals and Concepts

Organic and Inorganic Results

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Website Indexing **Google Processing On Page Optimization** 404 Not Found **URL** Optimization Meta Data Optimization Image Optimization

Internal Linking

Content Keyword



Internal Linking
Content Keyword Optimization
Header Tags
Responsive Design
Schema.org
social media connect
URL Canonicalization
Landing Page Optimization No-Follow and Do-Follow Creating Sitemap XML/HTML
Robot.Txt
Anchor Links Optimization
301 Redirection
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Off Page Optimization Types of Link Building

Difference between White Hat and Black Hat in SEO

Directory Submission

Social Bookmarking in SEO

Dos and Don'ts in Link Building

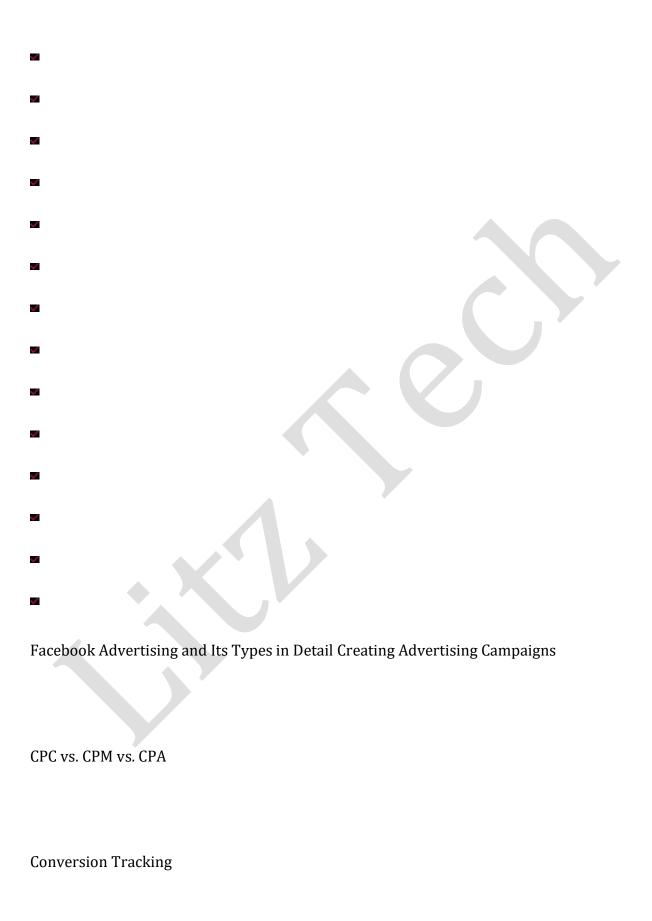
Search Engine Submission

Article Submission

Local Business Listing Image/Video Sharing **PPT Submission** Press Release Submission Quora Blog **Local Business Listing Classifieds Submission** Alexa Rank, Domain **Blog Commenting** Social Media Optimization **Guest Blogging** $Web: www.litztech.in\,,\,\,www.learnitzone.in\mid \textbf{Call:}\,\,9042090708,\,8111000779,$ 8111000771

Social Media Optimization (SMO)
Introduction to Social Media Networks
Social Media Website Types
Concepts about SMO
Facebook Optimization
Twitter Optimization
Instagram Optimization

Right Hashtag for your post
Facebook, LinkedIn, YouTube, Pinterest
Blogs for Business
Image Optimization
Social Media Marketing (SMM)
Facebook Optimization
Fan Page vs. Profile vs. Group
Facebook Analytics
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Creating Strong Profiles on Twitter
Followers, Retweets, Clicks, Conversions, Hashtags LinkedIn Optimization
Individual Profile vs. Company Profile
Database Management and Lead Generation
Branding On LinkedIn
Marketing on LinkedIn Groups
Identify Target Audience and Convert Goal Report Generation on Post Reach
Increasing ROI through LinkedIn Ads

Conversion Tracking and Reporting

YouTube Optimization

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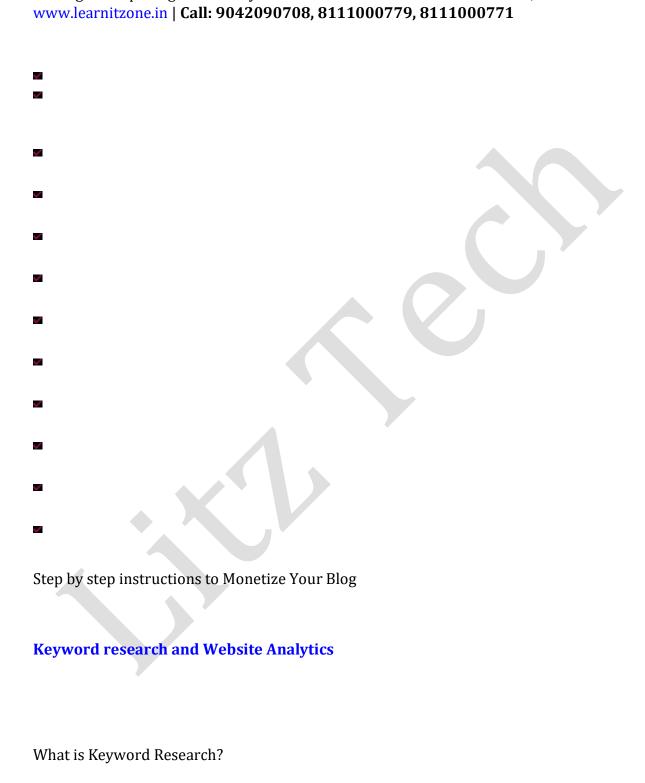
Channel Creation

Pay-Per-Click (PPC) Advertising

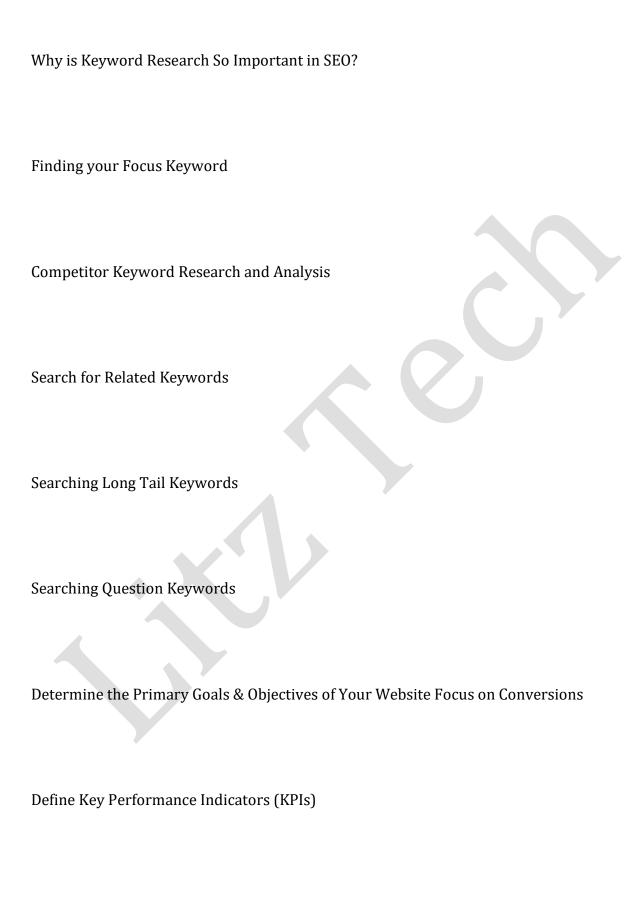
Introduction to online advertising and AdWords Adwords account and campaign basics
Adwords Targeting and Placement
Adwords Bidding and Budgeting
PPC Basic
Adwords Tools
Opportunities
Optimizing Performance

Ads Type **Bidding Strategies** Search Network Display network **Shopping Ads** Video Ads $Web: www.litztech.in \,, \,\, www.learnitzone.in \,\, | \,\, \textbf{Call:} \,\, 9042090708, \, 8111000779, \,\, \\$ 8111000771

Universal App Ads
Tracking Script
Remarketing
Performance Monitoring and Conversion Tracking Reports
Content Marketing
Introduction to Blogs
Setting up Blog with Own Content
Content Duration



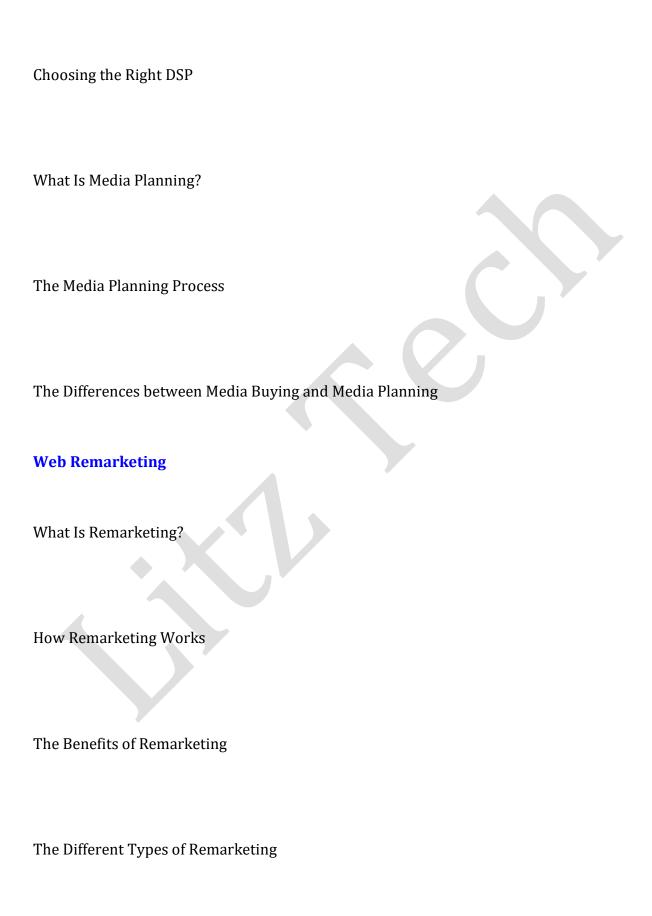
Making a Compelling Personality for Your Content Web: www.litztech.in,



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The Media Buying Process

Automate and Integrate Marketing Processes Track Progress and Review Strategy



6 Tips to Leveraging Remarketing and Increasing Your Bottom Line

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 $Incorporate\ Remarketing\ in\ Your\ Digital\ Marketing\ Strategy\ \textbf{Web:}\ www.litztech.in\ ,$

Introduction to Email Marketing

Email Marketing

Using Email Marketing Software **Building Email Lists by Quantity** Crafting an Email Analysing and tracking Your Email Marketing Strategy **Mobile Marketing** Location-based marketing Responsive site design Social media advertisements

Mobile-friendly content
Voice search
Text message marketing
Videos and GIFs
On-site and in-app support Web: www.litztech.in , www.learnitzone.in Call: 9042090708, 8111000779,
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Personalize campaigns

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E-Commerce Management

Increase E-commerce Search Usability

Use High-Quality Photographs and Good Product Descriptions Try Personalizing the Home Page

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Focus on Consistent and Unique Content
Optimize Shopping Cart Functionality
Build E-mail Lists
Improve Your Social Media Strategy
Create Landing Pages
Build Advertising Strategies
Implement User-Generated Content

Online Reputation Management

Corporate reputation in the digital age
Reputation and participatory culture
How online has changed the media cycle
Managing reputation online
Protecting a Reputation: when it goes wrong, crisis response Towards best practice reputation management Web: www.litztech.in , www.learnitzone.in Call: 9042090708 8111000779, 8111000771

AdSense, Blogging and Affiliate Marketing
Introduction
Setting up your blog
Writing blog post
Webmaster Tools: Very important for Indexing Driving Traffic to the Blog
Competitor Analysis
Understanding Competitor Analysis and Intelligence Analysing Competitors: Segments of Analysis Integrating Analysis into Decision Making

Bing Advertising Introduction to Car

 $Introduction \ to \ Campaigns \ and \ Ad \ Groups$

Importing Campaigns, Ad Groups and Keywords Bidding and Traffic Estimation

Import from Google Adwords

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Ads creation
Choosing right Keywords
Bing Ads Reports
Conversion Tracking with Campaign Analytics Bing Ads Editor Account Management Tips
Bing Ads Editor Campaign Optimization
YouTube Video Marketing & Advertising
Create a YouTube channel for business

Learn about your audience Research your competition Learn from your favourite channels Optimize your videos to get views Upload and schedule your videos Optimize your channel to attract followers Try YouTube advertising Try working with an influencer $Web: \verb|www.litztech.in|| \textbf{ Call: 9042090708, 8111000779,}$ 8111000771 Analyse and adapt

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Blogging

Blog for the right audience

Set clear objectives
Develop a content strategy
Follow a blogging schedule
Have a content promotion strategy
Your blog needs personality
Have action-driven content
Google AdSense
Google AdSense Fundamentals
Google Adsense Approval Basics

Google Adsense Approval Strategies
Introduction to Adsense Account Interface How to use Adsense Account Interface?
How to place ads on websites?
How to place ads on blogs?
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Custom Ads Fundamentals
Ads/DFP Planner
How will you earn money via Adsense?
FREEMIUM AND PREMIUM Digital Marketing Tools
Canva
SEMrush
Google Analytics

Buffer HubSpot Mailchimp Yoast Google Ads Google Trends Google Search Console Spy Fu

Grammarly

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Facebooks Ads Manager

LinkedIn Ads Manager

Hotjar

Our Training benefits

Check out our innovative key features in training methodologies. Our flexible training mechanisms incorporate all techniques right from knowledge assessment till setting placement records.

Gain knowledge from experienced professionals in the field.

Learn both theoretical concepts and gain practical experience at the same time.

Training that provides real-world, hands-on experience in order to teach proper workplace practices.

Grab certification upon completion of training Receive placement assistance following completion of training Being exposed to the most recent technological advancements.

Learning tools will be provided along with the most up-to-date lab facilities, curriculum, and course materials

You will be able to connect with the trainers at any time.

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Tools we covered in our digital marketing course in

Coimbatore:

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Social media marketing tools

Email marketing tools

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SEO (search engine optimization) tools

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Graphic creation tools

•

Conversion optimization tools

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Lead enrichment tools

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Landing page and lead capture tools

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Document Outline

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