

## Professional Digital Marketing Program

- ➡ Search Engine Optimization
- ➡ Search Engine Marketing
- ➡ Social Media Optimization
- ➡ Social Media Marketing
- ➡ Google Analytics

*Promise is what we make!  
Quality is what we deliver!  
Job is what we ensure!*

*And*

*Trust is what we conquer!  
With lot of energy, passion, commitment and quality introducing  
**DIGITAL NEST**, to act as catalyst and nurture a new  
generation of digital marketing professionals.*

**DIGITAL**  
**nest**

## About Us

**Digital Nest**, an integrated digital marketing Training academy has been started to provide Various real time job oriented Digital Marketing certification courses to the students and employers . We provide both class room training and online training. Every Student who enters into the digital nest, will be incubated by our Student Friendly trainers who will ensure that you are job ready by the end of the course.

As in India online users are increasing day by day so the demand for jobs in digital marketing grew so in order to fulfil the demand supply gap we have started Digital Nest to train students and help them in fetching the job.

Our courses are tailor made that matches the current industry requirements .We not only teach but train students by providing live projects, case studies, assignments and tests.



## Our certification Courses both online and classroom are

Advanced Digital Marketing  
SEO Training  
SEM Training  
SMO Training  
Google analytics  
Graphic designing(photoshop and corel draw basics)

## Why join us?

Certificate would be awarded on successful completion of the course  
Training by Experienced faculty  
State of Art training Center  
Resume would be prepared and would be sent to jobs portals  
Would also get a chance to be a part of Research and development team  
Audio Video enabled classes  
Vigorous case studies  
Study material ie : E-books would be given to the students.  
Quiz contests would be conducted  
Team tasks would be given  
Regular assignments  
News letters of recent updates in digital media would be sent to the mail after the course.  
Back up classes for the students who are absent for a particular session  
Online classes is also available  
Making sure that your job ready by the end of the course  
Website would be given free of cost

### Course Examination:

300 Marks  
(Each module consists  
100 Marks)

Duration: 2 Months

Fee :

**Digital Marketing: 16,000/-**

**Individual Module Fee :**

**SEO MODULE : 6,000/-**

**SEM MODULE : 6,000/-**

**SMO MODULE : 6,000/-**

**PRE-REQUISITES**

Graduation

# DIGITAL MARKETING

## Advanced Digital Marketing Course Structure

### Understanding Management and Company

- Introduction to management
- Departments present in an organization
- Explanation about:
  - Human resource management
  - Finance management
  - Production management
  - Finance management
  - Supply chain management
  - E-commerce
  - Inventory management
  - Retail management
  - Marketing management
  - Advertising sales and promotion
  - New department(digital marketing)
  - Digital marketing where is it used?
- how are each and every departments using digital marketing ?

### Digital Marketing

- What is digital marketing?
- How is it different from traditional marketing?
- ROI between Digital and traditional marketing?
- Discussion on e commerce
- Discussion on new trends and current scenario of the world?
- Digital marketing a boon or a Bane ?
- How can digital marketing be a tool of success for companies?
- Video on importance of digital marketing
- Analysis of recent info graphics released by companies about digital marketing?
- How did digital marketing help the small companies and top inc
- Categorization of digital marketing for the business
- Diagnosis of the present website and business.
- Swot analysis of business, present website and media or promotion plan.
- Setting up vision, mission, and goals of digital marketing

## Module1: Search Engine Optimization

Introduction to search engine  
How search engine works ?  
Keyword Analysis  
On page optimization techniques  
Off page Optimization techniques  
Reports

## Module2: Search Engine Marketing

Introduction to Search Engine Marketing  
Tools used for Search engine Marketing  
Display advertising techniques  
Report generation

## Module3: Social Media Optimization

Introduction to social Media Marketing  
Advacaned Facebook Marketing  
WordPress blog creation  
Twitter marketing  
Linkedin Marketing  
Google plus marketing  
Pin Interest  
Slide Share  
Articles Posting

**Additional Module :** Google analytics | Photoshop basics | Corel Draw Basics | Ad designing



# Search Engine Optimization

## Curriculum

### Introduction to SEO

What is Search engine optimization?  
History of Search engines?  
How is SEO important in digital marketing?  
How is search engine important for companies?  
How can search engine impact the brand and sales of a company?  
How does search engine algorithm work?  
Components of search engine?  
Different types of search engine?  
Operators used in search engine  
Algorithms used in SEO  
Updates of SEO

### Research and Analysis of Keywords

Importance of keywords in seo  
What are keywords?  
Analysis of keywords of a particular company  
Research on keywords  
Different types of keywords  
Analysis of keywords using google ad words  
Competitor analysis  
Fitting right keywords to the project

### On Page Optimization

How is on page optimization important in seo  
Web layout structure  
Differences between dynamic and static si  
Domain name optimization  
File name and folder name optimization  
Title tag optimization  
Meta tags optimization  
How to write meta description  
Header optimization  
Footer optimization  
Content writing for seo  
Site maps submission  
Image optimization  
URL optimization  
Robots.txt  
Dynamic site optimization techniques:  
WordPress SEO  
Black hat SEO techniques.



### Google Webmasters Tools

Adding a Site and Verification Process  
Configuration  
Settings  
Geographic Settings  
URL Parameters  
Site Links  
Crawl Errors / Stats  
Google Fetch  
Blocking the Crawler and blocked pages  
Traffic  
Search Queries  
Links to Site / Internal Links  
Optimization  
Sitemaps  
Remove URLs from index  
HTML Suggestions  
Content Keywords

### Off page Optimization

Introduction to off page optimization  
Factors affecting offsite optimization  
Importance of offsite optimization  
Current scenario of search engine optimization  
On page optimization versus off page optimization  
How to build links?  
Type of linking methods  
Link checking tools  
Directory submissions  
Social book marking  
Posting classifieds  
Importance of integration of blog to gain SEO  
Local listing  
Forum signatures  
Article submissions  
Importance of social buttons and social media  
Press release submission

### SEO Reporting:

Website position analysis  
Monthly reports  
Cyclic SEO

# Search Engine Marketing

## Curriculum

### Creating Campaign

Understanding purpose of Campaign  
Account Limits in Ad words  
Location and Language Settings  
Networks and Devices  
Bidding and Budget  
Schedule: Start date, end date, ad scheduling  
Ad delivery: Ad rotation, frequency capping  
Demographic bidding (Display Only)  
Social settings (Display Only)  
Automatic campaign optimization (Display Only)  
Purpose of Ad Groups  
Keyword Types (Broad, Phrase, Exact and Negative)  
Ad words Keyword Tool  
Text Ad Format  
Quality Score and Its Importance  
Understanding the Ad Group and Keywords Dash Board  
Automate Tool  
Search Terms + Single Keyword Auction  
Columns Customization  
Alerts Setting  
Filters

### Adwords Account Setup

Adwords Account Setup  
Creating Adwords Account  
Adwords Interface Tour  
Adwords Dash Board  
Billing in Adwords

### Website Optimizer

Using Website Optimizer Tool  
Multi Variant Testing  
Conversion Tracking  
Dimensions Reports  
Google Analytics Tools

### Multi User Access

User Access Levels  
My Client Centre (MCC)  
Change History Tool  
Adwords Editor Tool  
Change Historytool  
Adwords editor tool

### Adgroups and keywords

Purpose of Ad Groups  
Keyword Types (Broad, Phrase, Exact and Negative)  
Ad words Keyword Tool  
Text Ad Format  
Quality Score and Its Importance  
Understanding the Ad Group and Keywords Dash Board  
Automate Tool  
Search Terms + Single Keyword Auction  
Columns Customization  
Alerts Setting  
Filters

### Ad formats And Ad guidelines

Ad Types in Adwords  
Text Ads and Guidelines  
Image Ad Formats and Guidelines  
Display Ad Builder Ads and Guidelines  
Video Ads Format  
Ads Preview and Diagnosis

### Conversion Tracking

Purpose of Conversions  
Create your Conversion Tracking Code  
Tracking the Conversions for Multiple Product

### Display Network Targeting

Setting a Display Network Campaign  
Concept of CPM and Branding  
Automatic Placements  
Manual Placements  
Placement Tool  
Contextual Targeting Tool  
CPC Bidding and CPM Bidding  
Setting a Video Campaign  
Audience Tab  
Topics Tab  
Purpose of Conversions  
Create your Conversion Tracking Code  
Tracking the Conversions for Multiple Product

### Reports

Conversion Tracking  
Dimensions Reports  
Google Analytics Tools



# Social Media Optimization and Marketing

## Curriculum

### Social Media Optimization Introduction

What is social media?  
How is it important in business?  
How can social media be integrated with the website?  
Case studies on various social media  
User engagement statics  
Discussing about various surveys conducted by top  
-social media organizations  
Different social media platforms  
Making a research on our country ,gender and location  
-wise statics of social media various platform users  
Decoding brands  
Setting up a vision, mission and goals for social media optimization

### Facebook Marketing?

Importance of facebook in branding a product  
How can facebook leverage the business  
Facebook user profile creation  
Page creation  
Group creation  
Advt creation  
Event creation  
Facebook updates  
Facebook resources  
Facebook top 15 brands case study  
Facebook API integration  
Facebook layout  
Facebook hidden buttons.  
Facebook tricks  
Facebook content creation strategy  
How to improve likes ,share and comments  
How to build brand on facebook  
Facebook budget management  
Hash tags  
Facebook advertising  
Sponsored posts  
Sponsored stories  
Sponsored events  
Sponsored likes

### Blogs

Creation of blogs in WordPress  
Creating pages  
Creating categories  
Adding posts and images  
Importance of blogging in digital marketing

### Adwords Tool

Change Historytool  
Adwords editor tool

### Twitter Marketing

Importance of twitter in building brand and business  
Fan Engagement in twitter  
Creation of twitter profile  
Writing search engine content as bio for twitter  
Hash tags  
How to engage with users on twitter  
How to integrate twitter with other social networking sites  
Case studies on twitter

### Linked in Marketing

What is linked in?  
How is linked in important for business?  
Role of linkedin in getting brand promotion  
Role of linked in human resource department  
Profile creation  
Company page creation  
Group creation  
User engagement

### YouTube Marketing

Creation of user profile  
Creation of company profile  
Integration of social buttons  
How to post videos  
How to give keywords to appear video on search engine  
Video advertising

### Socialbook Marking

What is social book marking?  
Role in search engine optimization?  
Slide share  
Scribd  
Stumble upon  
Digg  
Delicious  
Pinterest  
Instagram  
Flicker  
Article submission  
Press release



## FREQUENTLY ASKED QUESTIONS

### 1. Who can attend this course?

Digital marketing is a universal course who wishes have their career with social media and passionate about gadgets applications can join this course.

### 2. It would be an added advantage for MBA/BBA/B.Tech students, BSC computers/electronics, Mass communication students?

Students who are pursuing or completed or working with any company can join this course. This course would be a gateway for fasttrack career and people who are studying now can undergo internships with many companies and can start their career right now itself .So this would also add additional weight to the resume as skills column would get filled and you can have easy chance for recruitment and pay hike.

### 3.What designations do i get after the completion of course?

Social media analyst  
Internet marketing manager or executive or professions  
Digital marketing executive  
Digital marketing manager  
Digital marketing analyst  
Digital marketing strategist  
Search engine optimization specialist/professional  
Search engine marketing specialist/analyst/professional  
Google Adwords Professional  
PPC analyst  
Public relation officer  
Technology journalist  
Blogging specialist  
Content writer

### 4.What type of industries offers jobs to Digital Marketing Professionals?

Banking, insurance, shopping malls, IT/ITES,Advertising agencies,manufacturing companies,hotels and restaurants, food and beverage businesses-Commerce industry,travel industry, electrical and electronics, retail food chains and many others.  
Every company needs this department now so there is no particular industry where you can get placement every company has this department.

### 5.What would be the remuneration for a fresher in digital marketing?

For fresher's salary could be from a range of Rs.8000/- to Rs.30, 000/-

### 6.Are you giving certificate for the course?

Yes, Digital nest offers Certificate to all the students after successful completion of the course

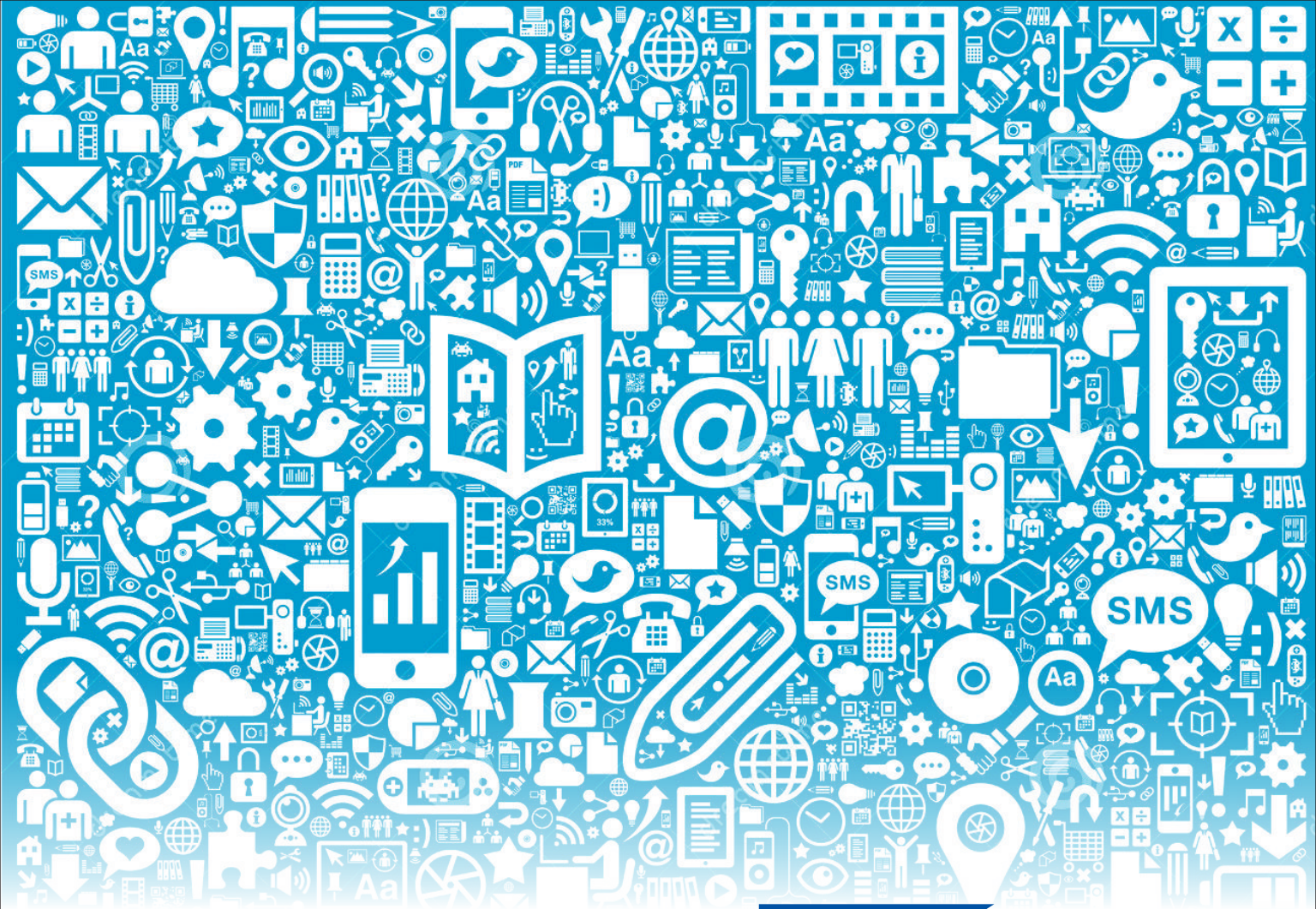
### 7.Can i use this course as in academic project or as an internship?

Yes,B.Tech/B.E computer science students can use one module ie: Search Engine Optimization as an internship,Management Students,Mass communication students can use the entire digital marketing Course As academic Project.

### 8.Will Digital Nest help is placement Assistance?

Yes,We provide placement Assistance, throughout the course we conduct tests,we will make you to undergo various assignments and case studies.We also provide resume profiling services ie: we will prepare your resume and conduct mock interview and we also ensure that you had learnt all the theoretical and practical concepts.





Follow us on

**Training Center 1:**

C/O.Techno Pad , Sree Swathi Aukar,  
Near Aditya Trade Center, Hyderabad,  
AP 500038, India

**Training center 2:**

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