

Digital marketing Training

Awarding Institution Selecta Training

Training Institution Selecta Training

Course Code DM-01

Course Language English

Notes This training program adheres to provide quality digital marketing training to the young talent

Program Awards

Title	Type	Description
Digital Marketing Certificate	Vocational	Digital Marketing Expert

Learning Outcome

Trainees who successfully complete the training program will be able to show their systematic knowledge and understanding of:

- Recognize the principles of ranking and search engines.
- Discover how to conduct keyword research.
- Understand the best practices for SEO to use on a website.
- Recognize the benefits of off-page optimization and its use.
- Utilize advanced tools to analyze and track SEO development.

Entry Requirements

Anyone who is willing to launch his/her professional career as a digital marketing expert. No specific educational requirements. However, you should be at least 16 years old and understand the basics of technical computer knowledge.

Course Syllabus

1. Introduction to Digital Marketing

You will learn everything there is to know about digital marketing in this module. We provide pupils with the fundamentals from the beginning, taking into account



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their varied backgrounds. Here are some significant aspects that we will cover: •

Digital marketing: What is it?

- Digital marketing's importance
- Traditional marketing and digital marketing are different
- Describe the current state of the industry and its recent trends.
- How has digital marketing helped businesses succeed? • How to improve sales via digital marketing • How should a competitive analysis be done?
- Analyses of successful digital marketing techniques

2. Website Planning & Development

Businesses build websites to transmit marketing messages, generate leads, and boost customer trust. Nowadays, every company, no matter how small, has a website. The proper training will show you how to build a website using WordPress due to its expanding importance.

The many components of a website and every feature WordPress offers are covered in this module, along with all the details you need to know to start building a website, like:

- Goal-setting research, and Planning the website
- How to Create the layout
- Creating the text
- Coding and decoding a website
- How is launching and testing done? • How to maintain the website?

3. Search Engine Optimization

In this, you will discover the various search engines and their algorithms. The main elements of SEO will be covered in detail, such as

- On-page and Off-page optimization,
- Keyword research,
- Meta tags,
- Meta descriptions,
- Link building, and • More.

You'll also learn about the factors that make a website appear first on a search engine's result page.

4. Search Engine Advertising

In this module, our experts will show you how to use the Google Ads platform to conduct SEM operations.

You will become familiar with every aspect of the Google Ads platform and its algorithm, which determines how the advertising appears on the SERP. You will



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then discover how to utilize the Google Keyword Planner. Here, you'll find information on metrics like search traffic, post-per-click (PPC), customer lifetime value (CLV), and others. This advanced comprehensive course will also cover how to craft an effective call-toaction, URL, and ad description as part of the course module.

5. Social Media Marketing

You will discover how to develop successful social media strategies in this subject for websites like Facebook, Twitter, Instagram, YouTube, LinkedIn, Pinterest, Google+, Snapchat, etc.

During your training, you will learn how to:

- Create social media campaigns
- Develop ad copy
- Create creative advertisements
- Cost-per-click (CPC)
- Cost-per-view (CPV)
- Cost-per-impression (CPM), and • Much more.

6. Content Marketing & Strategy

Content marketing is a complete strategy that aims to draw in or keep a target audience by producing and disseminating useful content that will eventually inspire good behavior. This module includes

- Knowing the significance of content marketing and the main advantages it offers.
- Recognizing the components of a fruitful content marketing plan.
- Recognizing how crucial personas are to content marketing.
- Determining what constitutes valuable material.
- Finding out how to monitor and evaluate the performance of your content marketing plan.

7. Web Analytics

Web analytics examines the behavior of website visitors. Website visitors' actions are tracked and analyzed using Google Analytics in this module.

The full Google Analytics interface is covered in courses, and you become familiar with:

- Terms like bounce rate, page view, session time, etc.
- Learn the best practices for utilizing Google Analytics to interpret audience, behavior, and acquisition information for websites.
- How to follow a website visitor through the conversion funnel, and what data to glean from it.



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8. E-Commerce Management

In this session, you will learn about e-commerce, its various forms, and how to build an e-commerce website from scratch.

You gain knowledge of:

- The fundamentals of e-Commerce marketing,
- Product keyword research,
- Inventory management,
- Supply chain management,
- Packaging and shipping,
- Selling online platforms,
- Uploading goods to an online marketplace, and • Business procedures.



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