

NiPSAR Technology

Digital Marketing Institute and Agency

Powered By - National Institute of
Professional Studies and Research,
New Delhi

NiPSAR
success with innovation

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DIGITAL MARKETING

Institute & Agency

By NiPSAR (MSME Govt. of India)

National Institute of Professional Studies and Research



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NiPSAR

success with innovation

Digital बने

Guaranteed Earning करें



Digital Marketing Course करके आसानी से Job & Bussiness करें।
और कमायें 50,000 रु या इससे भी अधिक. अभी काल करें

क्या आप **Job** की तलाश कर रहे हैं?

क्या आप **Website** बनवाना चाह रहे हैं?

क्या आप **Online Earning** या घर से
Earning करना चाह रहे हैं?

क्या आपका **Business Growth Slow** है?

क्या आप **Online** अपने **Business** को बढ़ाना चाह रहे हैं?

- Google Certified Trainer
- Live Project Work
- 21 Modules
- 100% Satisfaction
- Free Domain & Hosting
- 90 Days Training+Job

**Get Google Certification
& Training Certificate**

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Module 1

Fundamental of Digital Marketing



- What is Online Marketing/Digital Marketing?
- Importance of Digital Marketing
- How Online Marketing Works?
- Preface of Online Marketing.
- Significance of SEO
- Main Search Engine
- How Search Engine Works?

Module 2

Website Planning, Designing and Creation



- What is Website and How to Design it?
- How to Choose Best Domain Name?
- Architecture of Website
- Types of Website, Website Vs Portals
- Static and Dynamic Website Creation
- Website Navigation and Planning
- Website Designing, Creation and Implementation (Without Coding/ With Coding)
- Domain Hosting and Server Configuration
- Developing Website on Live Server

Module 3

Search Engine Optimization SEO



- What is SEO? Why SEO so important for Search Engine?
- Different types of Keyword.
- Technique for 100+ Keyword Planning
- How Search Engine Works? Major Functions of Search Engine.
- Types of Back links
- Google Trends & Insights
- Page Rank Checking and Planning
- Case Study of White Hat SEO
- Case Study of Black Hat SEO

Module 4

On Page Optimization Technique in SEO



- Understanding On Page Optimization
- Site Analysis
- Keyword Analysis
- Meta Tag Development
- Canonical Implementation
- Creating Site Map
- Creating Robots File
- Optimizing SEO Content / Duplicate Contents
- Keyword Density
- Internal Linking
- Image Optimization and Management

Module 5

Off Page Optimization Technique in SEO



- Directory Submission
- PPT / PDF Submission
- Google Map Creation
- Social Book Marking and Submission
- Article Submission
- Press Release & Forum Submission
- Classified Submission
- Business Local Listing
- Blog Commenting
- RSS Creation & Submission
- Understanding Google Tools like Google Analytics, Google Web Master, Google Adword

Module 6

Search Engine Marketing SEM/PPC/AdWord



- Plan and Run Ad word campaign & Generate Leads
- Understanding Advertising Goals
- Keyword Research
- Creating Campaign, Ad Group & Optimization
- Biding Strategy & Technique
- Campaign Reporting, Billing and Accounts
- Understanding PPC- Pay Per Click
- Landing Page Creation
- Understanding all types of Advertisement

Module 7

Social Media Marketing Planning



- Social Media Marketing with Facebook / LinkedIn / Twitter / Instagram / Google Etc
- Creating Strong Profiles/ Pages / Groups
- Product Brand Promotion Activities
- Using Marketing Apps and Plugins
- Branding and Lead Generation
- Database Management
- Lead Re Targeting for Success
- Hash Tag Implementation and URL Submission
- Turnind Social Media into Money Making

Module 8

Affiliate Marketing for Passive Earning



- What is Affiliate Marketing?
- Product and Service Marketing
- Become an Affiliate Marketer for Assure Passive Earning
- How to Sell Products or Services through Other Website
- Understanding Affiliate Marketing and become registered affiliate marketer for Amazon/Flipkart/Snapdeal and other

Module 9

Online Reputation Management



- Brand Building
- Promoting Brand Awareness
- Positive Brand Building
- Convert Negative Brand to Positive Brand for Best Management
- Rebuilding Brand Images and Awareness
- Brand Building Tools and Apps
- Review Brands Reputation for Client and Earn Profits

Module 10

Geo Targeting - Local & International



- Launch Local, National & International campaign and generate leads
- Website Planning Based on Geographic Targeting
- Keyword Selection Based on Geographic Targeting
- Internet Marketing Tips and Technique for Best Geo Targeting
- Making your services / products more successful

Module 11

E commerce Planning and Case Studies



- Plan & Start e commerce Business for yourself and clients
- Understand National & International e commerce market
- E commerce planning strategy
- Become e commerce website seller
- Tips and Technique to Get success with e commerce platform

Module 12

Content Marketing and Management



- Important of content marketing and management
- Tips and Technique to writing good content for targeted goal
- Content Team Management and Distribution
- Authors Profile creation
- Making content for various networks

Module 13

Web Analytics and Traffic Management



- Setting up Goals and Tracking
- E commerce Tracking
- Traffic Tracking & Analysis
- Creating Funnels

Module 14

Email Marketing / Auto Mail Delivery



- Implementing effective email campaigns
- How to create a HTML Email
- Designing Principal for Email Newsletters
- Choosing the right Partners

Module 15

Mobile Marketing for Fast Growth



- The Development of Mobile Marketing
- Various Forms of Mobile Marketing
- Geo Targeting Your Campaign for Smart Phones
- Measuring & Managing your Campaign
- How Consumers uses Mobile Marketing
- Mobile Advertisement & related case studies

Module 16

Video Marketing-Branding & Lead Generation on Youtube



- Video Creation
- Uploading and Managing Videos
- Optimizing Videos for Search Engine/ SEO for Videos
- Creating Channels & Promoting Videos
- Brand promotions through YouTube
- Advertising on YouTube
- Generate Leads, Do Brand Building, Make Videos and Ads on YouTube

Module 17

Video Management - Recording, Editing, Voice



- Video Shooting
- Video Editing
- Voice Over for Videos
- Thumbnails Designing and Integration
- Image and Video Integration in Other Video
- Video Cropping, Join, Merge more than one video and finalizing Complete Video
- Starts Passive earning from YouTube

Module 18

WordPress / Blogging for Passive Earning



- Understanding Blog and Their benefits
- Creating Blog on WordPress/Blogger
- Designing Money oriented Blog
- Targeting the clients and grow blog
- Geo Targeting for Blog
- Keyword Planning and Implementation for Blog
- Implement Multiple Application for Blog with Case Studies

Module 19

Fundamental of Ad sense for Passive Earning



- What is Ad sense ?
- Understand and Plan Ad sense for Your Own Website/Blog
- How to get approval for Google Ad sense
- Understand the rules for Blogging
- Placing Ads on your Blog/Website
- Learn to Earn Money through Ad sense

Module 20

Portfolio Design & Earn Money as Freelancer



- How to Begin from scratch and quickly build a portfolio.
- How to Find Clients Fast
- How to do branding and marketing yourself
- How to Build your own website to attract Freelancer Projects
- Tips to find most profitable projects and drop the rest.
- How much Charge from client
- How to earn Money easily during work at home or Freelancing
- Practical Tips on Working as Freelancer & Earning upto 50k Per Month

Module 21

Job Interview Training - Get Ready for Joining



- Planning for strong online profile and CV for Interview
- Mock Test / Interview Question Answer Preparation
- Communication and Personality development achievement
- Tips for Cracking Interview
- Negotiating for salary
- Finally Join for Job and achieve success in career

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और कमाये 50,000 रु या इससे भी अधिक, अभी काल करे

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|--|---|
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