

Digital Sanskriti



Highly Rated
Digital Marketing
Academy In
Lucknow

Course Brochure

	Course 1 3 MONTHS PRO ADVANCED COURSE	Course 2 SIX MONTHS ADVANCED PROGRAM	Course 3 THREE MONTHS PROFESSIONAL COURSE
Internet and website basics			
Internet Functionality	✓	✓	✓
Domains, sub-domains and Web Hosting	✓	✓	✓
Connectivity between different service providers	✓	✓	✓
Website connectivity with different tools	✓	✓	✓
File Transfer Protocol (FTP)	✓	✓	☒
Website Designing	Course 1 3 MONTHS PRO ADVANCED COURSE	Course 2 SIX MONTHS ADVANCED PROGRAM	Course 3 THREE MONTHS PROFESSIONAL COURSE
Introduction to website designing through WordPress	✓	✓	☒
Dynamic Blogging	✓	✓	☒
Post and Forum management	✓	✓	☒
Theme management	✓	✓	☒
Page Builder (Elementor)	✓	✓	☒
Plugins usage and management	✓	✓	☒
Internet and Data Security	✓	✓	☒
Templates	✓	✓	☒
Mobile responsive (mobile website interface)	✓	✓	☒

Search Engine Optimization (SEO)	Course 1 3 MONTHS PRO ADVANCED COURSE	Course 2 SIX MONTHS ADVANCED PROGRAM	Course 3 THREE MONTHS PROFESSIONAL COURSE
✓ Overview of white hat SEO	✓	✓	✓
✓ Search Engine Functionality (Organic results)	✓	✓	✓
✓ Content optimization (Title, URL, H1/H2 tags)	✓	✓	✓
✓ Advanced Keyword Analysis	✓	✓	✓
✓ Google Search Console	✓	✓	✓
✓ Website verification	✓	✓	✓
✓ XML Sitemaps	✓	✓	✓
✓ Robots	✓	✓	✓
✓ Canonicalization	✓	✓	✓
✓ Meta Tags and descriptions	✓	✓	✓
✓ Structured Data	✓	✓	✓
✓ Schema rich snippets	✓	✓	☒
✓ Types of Error messages and Redirects	✓	✓	✓
✓ .ht access	✓	✓	☒
✓ Page ranking	✓	✓	✓
✓ Page speed optimization	✓	✓	✓
✓ Using online SEO tools	✓	✓	✓
✓ Quality Back-linking	✓	✓	✓
✓ Search Engine Uploads (URL and Files)	✓	✓	✓
✓ Google My Business Local SEO	✓	✓	✓
✓ Online Reputation Management (ORM)	✓	✓	☒
✓ Web Mastery (Domains and URLs)	✓	✓	✓
Search Engine Marketing (SEM)	Course 1 3 MONTHS PRO ADVANCED COURSE	Course 2 SIX MONTHS ADVANCED PROGRAM	Course 3 THREE MONTHS PROFESSIONAL COURSE
Overview of SEM and other source of paid marketing	✓	✓	✓
Google My client centre (MCC)	✓	✓	✓
Google ads account structure and access	✓	✓	✓
Ad types (Search, Display, Shopping, Video, Gmail, Call-only, Responsive ads)	✓	✓	✓
Billing and payments	✓	✓	✓
Google Search Network (PPC)	✓	✓	✓
Ad Ranking and Quality Score	✓	✓	✓
Keyword research	✓	✓	✓
Keyword match types	✓	✓	✓
Ad Extensions	✓	✓	✓

Audience and location targeting	✓	✓	✓
Bidding and auction	✓	✓	✓
Bidding strategies	✓	✓	✓
Device bid adjustments	✓	✓	✓
Dynamic search ads (DSA)	✓	✓	✓
Dynamic Keyword Insertion (DKI)	✓	✓	✓
Auction Insights and search attribution	✓	✓	✓
Google Tag Manager	✓	✓	✓
Conversion setup and conversion actions	✓	✓	✓
Remarketing setup and remarketing lists (Search and Display)	✓	✓	✓
Google Display Network (GDN)	✓	✓	✓
Google Shopping Ads	✓	✓	☒
Google Merchant Centre (GMC) and product taxonomy	✓	✓	☒
Video Ads (GDN and YouTube)	✓	✓	☒
Predefined reports (Dimensions)	✓	✓	✓
Client Reporting	✓	✓	☒
Google Ad Sense (Content Monetization)	✓	✓	☒
Google Partner Program	✓	✓	
Google Analytics	Course 1 3 MONTHS PRO ADVANCED COURSE	Course 2 SIX MONTHS ADVANCED PROGRAM	Course 3 THREE MONTHS PROFESSIONAL COURSE
Analytics setup	✓	✓	✓
Raw data analysis	✓	✓	✓
Main Data Analysis	✓	✓	✓
Test Analysis	✓	✓	☒
Goals and Funnels	✓	✓	☒
Conversion Analysis	✓	✓	✓
User behaviour, demographics and interests	✓	✓	✓
Social Media Marketing (SMM)	Course 1 3 MONTHS PRO ADVANCED COURSE	Course 2 SIX MONTHS ADVANCED PROGRAM	Course 3 THREE MONTHS PROFESSIONAL COURSE
Influential organic social media marketing	✓	✓	✓
Business page or profile creation and management	✓	✓	✓
Facebook and Instagram business manager	✓	✓	✓
Facebook and Instagram ads manager	✓	✓	✓
Facebook Pixel	✓	✓	✓
Facebook creative hub	✓	✓	✓

Facebook creator studio	✓	✓	✓
Twitter paid marketing	✓	✓	✗
LinkedIn paid marketing	✓	✓	✗
YouTube Studio	✓	✓	✗
YouTube paid marketing	✓	✓	✗
Graphics designing with online tools	✓	✓	✓
Supportive Internet Marketing	Course 1 3 MONTHS PRO ADVANCED COURSE	Course 2 SIX MONTHS ADVANCED PROGRAM	Course 3 THREE MONTHS PROFESSIONAL COURSE
✓ Email Marketing	✓	✓	✗
✓ Affiliate Marketing	✓	✓	✗
✓ Drop-shipping	✓	✓	✗
✓ Blogging (Text, pictures and video)	✓	✓	✗
✓ How to earn money from the Internet (Content Monetization)	✓	✓	✗



**1 MILLION JOBS
ARE WAITING**

*81% Of The World's Population
Is Using Internet*

*99% Businesses and Services
Are Online Today*

DIGITAL MARKETING Is Future

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