

# Certificate Course in Digital Marketing

(SEO, Social Media, WordPress, Google Adwords etc.)

## Course Overview

This course is designed to aim at imparting a Basic to Advance Level Digital Literacy programme with SEO, social media, WordPress, Google Adwords etc. Course for the common man. If you are Looking for a job in Digital Marketing? We will suggest a course that makes your career bright in accounting. CCDM is one such course Internet Marketing which can help you climb your career ladder at a faster pace.

**Duration:** 3 Months

## Job Prospects

Once you finish a professional course in Digital Marketing, your chances of getting hired for the job profile of a Digital Marketer by a multinational corporation or a company of your own choice will increase exponentially

## Job Profiles

- Digital Marketer
- Digital Marketing Executive
- SEO Executive
- Social Media Manager
- Digital Marketing Trainer
- Internet Marketing Manager
- Online Advertiser
- Google Adwords Executive

## Course Content

- Digital Marketing Overview
- Domain Registration Web Designing & Hosting
- Keyword Research with Google Keyword Planner
- SEO (Search Engine e Optimization) Course Details
- Content Marketing
- SEO Tools
- Google Webmaster Tools (Search Console)
- Google Analytics Tool
- PBN Private Blogs Network
- Google Business /Places Listing and GEO Targeting
- Search Engine Marketing (Google Adwords)
- Google Adwords Certifications

Contact: 92155-33058, 98127-33058, 90345-02220

- Email Marketing
- Online Reputation Management
- Mobile Marketing
- Social Media Optimization & Marketing
- Blogging/ Word Press
- Blog Monetization
- Google AdSense
- Affiliates Marketing
- Ecommerce Marketing
- Lead Generation
- Landing Pages
- Freelancing
- Live Project's

IECS

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