

# NEXPRO DIGITAL SCHOOL

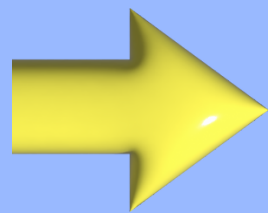
## Digital Marketing Courses

Unlock the Power of Digital Marketing with  
Our Comprehensive Training Program!

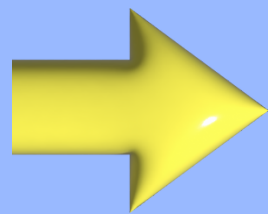
**ENROLL NOW**



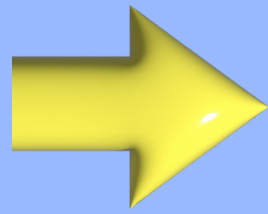
# **WHY JOIN NEXPRO DIGITAL SCHOOL?**



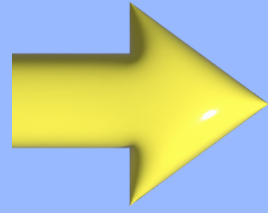
**60 DAYS OF COURSE TRAINING**



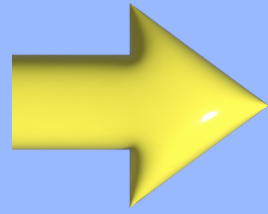
**1 MONTH FREE INTERNSHIP**



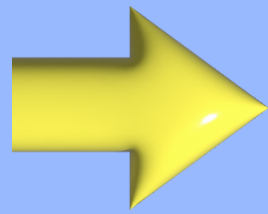
**FREE LIVE PROJECTS**



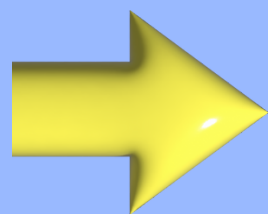
**OFFLINE CLASSES**



**FREE RECORDED CLASSES**



**DOUBT CLEARING SESSIONS**



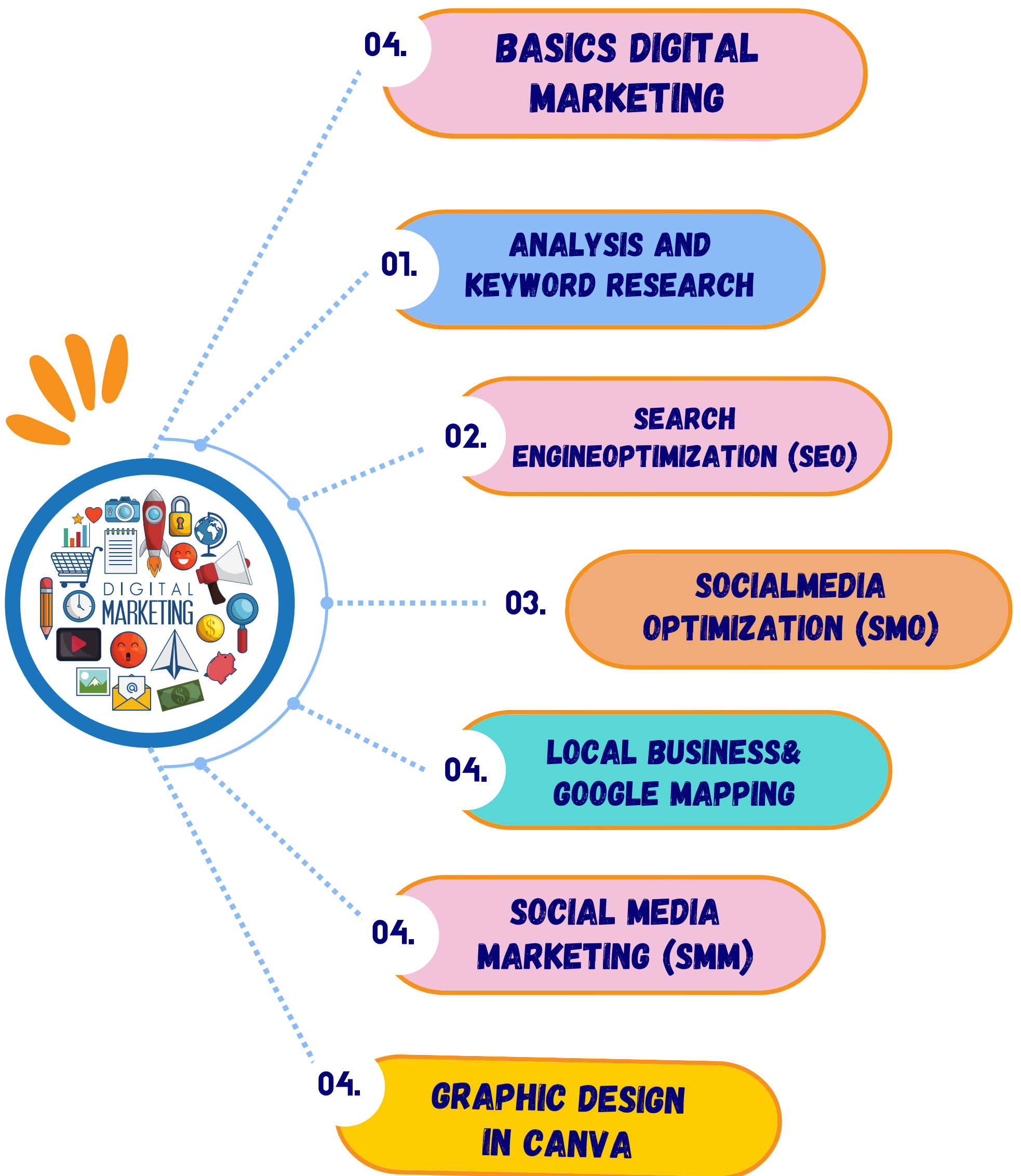
**100% JOB OPPORTUNITIES**

**Duration - 2 Months**

**Class Time - 2 Hours a day, Weekly 3 days**

**Class Mode - Physical / Live & Video (You can attend in any way)**

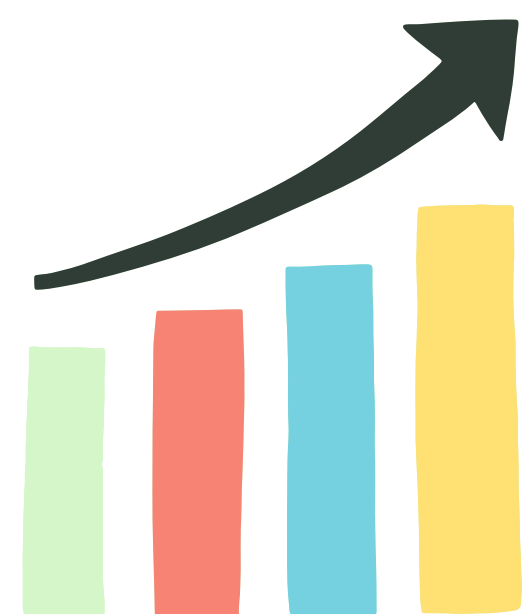
# DIGITAL MARKETING SYLLABUS



# **DIGITAL MARKETING SYLLABUS**

## **1. BASICS DIGITAL MARKETING**

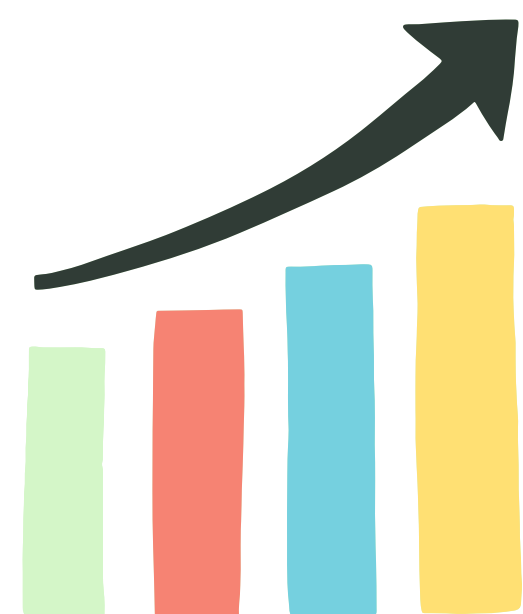
- **Introduction To Online Digital Marketing**
- **Importance Of Digital Marketing**
- **How did Internet Marketing work?**
- **Traditional Vs. Digital Marketing**
- **Types of Digital Marketing**
- **Increasing Visibility**
- **Visitors' Engagement**
- **Bringing Targeted Traffic**
- **Lead Generation**



# **DIGITAL MARKETING SYLLABUS**

## **2. ANALYSIS AND KEYWORD RESEARCH**

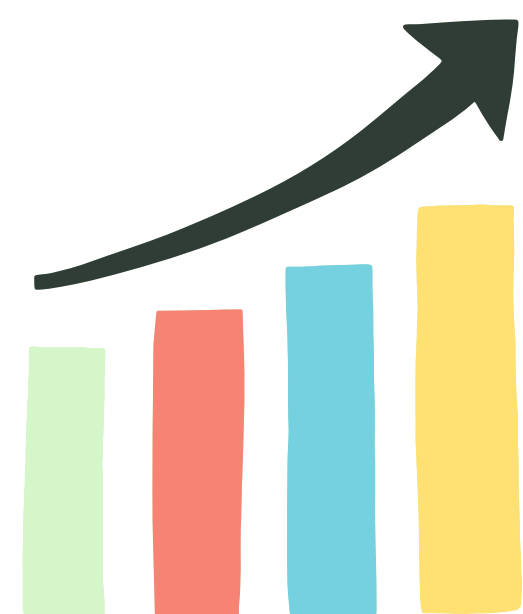
- **Market Research**
- **Keyword Research And Analysis**
- **Types Of Keywords**
- **Tools Used For Keyword Research**
- **Localized Keyword Research**
- **Competitor Website Keyword Analysis**
- **Choosing Right Keywords To The Project**



# DIGITAL MARKETING SYLLABUS

## **3. SEARCH ENGINE OPTIMIZATION (SEO)**

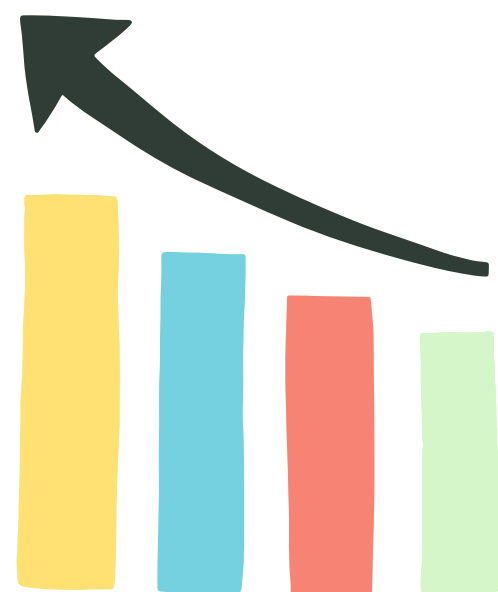
- **Introduction To Search Engine Optimization**
- **How Did Search Engine work?**
- **SEO Fundamentals & Concepts**
- **Understanding The SERP**
- **Google Processing**
- **Indexing**
- **Crawling**



# DIGITAL MARKETING SYLLABUS

## 4. ON PAGE OPTIMIZATION)

- **Metadata Optimization**
- **URL Optimization**
- **Internal Linking**
- **301 Redirection**
- **404 Error Pages**
- **Canonical Implementation**
- **H1, H2, H3 Tags Optimization**
- **Image Optimization**
- **Landing Page Optimization**
- **No-Follow And Do-Follow**
- **Creating XML Sitemap**
- **Robot.txt**

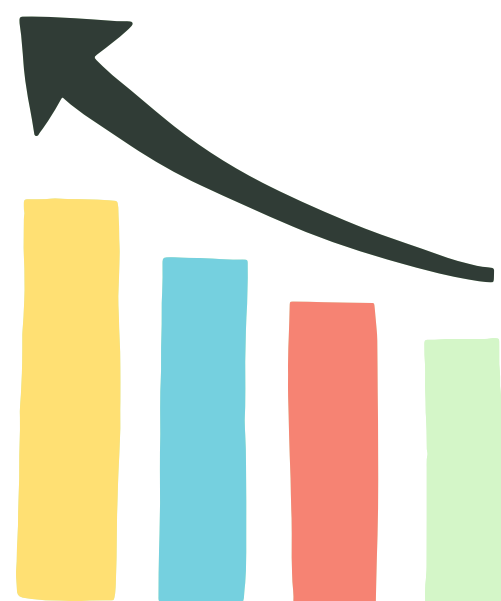




# **DIGITAL MARKETING SYLLABUS**

## **5. OFF PAGE OPTIMIZATION)**

- **Link Building Tips & Techniques**
- **Difference Between White Hat And Black Hat SEO**
- **Social Bookmarking Submission**
- **Search Engine Submission**
- **Web 2.0 Submission**
- **Article Submission**
- **Image Submission**
- **Video Submission**
- **Forum Submission**
- **PPT Submission**
- **PDF Submission**
- **Classified Submission**
- **Business Listing**
- **Blog Commenting**
- **Profile link creations**
- **Infographics Submission**





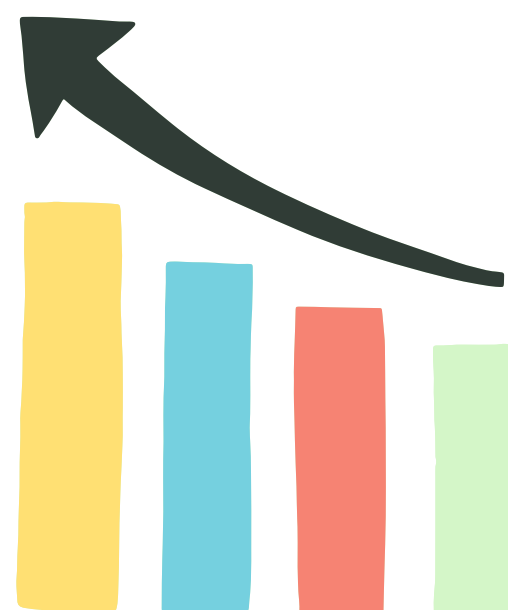
# **DIGITAL MARKETING SYLLABUS**

## **6. SEO UPDATES AND ANALYSIS**

- **Google Panda,**
- **Penguin,**
- **HummingBird Algorithm**
- **SEO Tools For Website Analysis And Optimization**
- **Competitor Website Analysis And Backlinks Building**
- **Backlinks Tracking, Monitoring, And Reporting**

## **7. LOCAL BUSINESS & GOOGLE MAPPING**

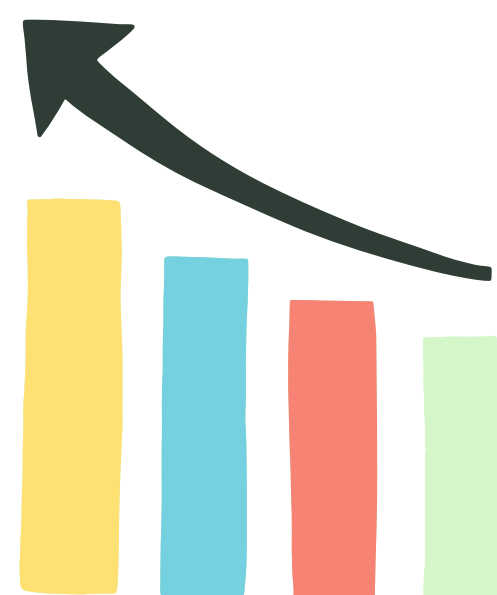
- **Creating Local Listing In Search Engine**
- **Google Places Setup (Including Images, Videos, Map Etc)**
- **Search Engine Visibility Reports**
- **Verification Of Listing**
- **Google Reviews**



# **DIGITAL MARKETING SYLLABUS**

## **8. GOOGLE ADWORDS OR PAY PER CLICK MARKETING (SEM)**

- **Google Adwords**
- **Introduction To Online Advertising And Adwords**
- **Adwords Account And Campaign Basics**
- **Adwords Targeting And Placement**
- **Adwords Bidding And Budgeting**
- **Adwords Tools**
- **Opportunities**
- **Optimizing Performance**
- **Ads Type**
- **Bidding Strategies**
- **Search Network**
- **Display Network**
- **Shopping Ads**
- **Video Ads**
- **Universal App Ads**
- **Performance Monitoring**
- **Reports**



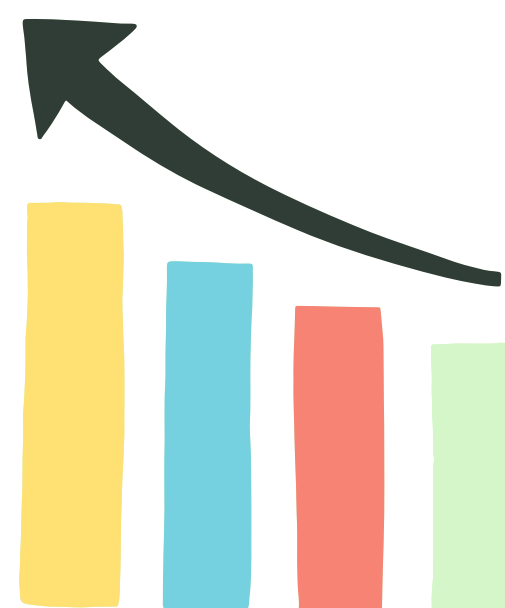
# **DIGITAL MARKETING SYLLABUS**

## **8. SOCIAL MEDIA OPTIMIZATION (SMO)**

- **Social Media Optimization**
- **Introduction To Social Media Networks**
- **Types Of Social Media**
- **Social Media Optimization Concepts**
- **Facebook, Instagram, LinkedIn, Twitter**
- **YouTube, Pinterest,**
- **Hashtags**
- **Image Optimization**

## **9. SOCIAL MEDIA MARKETING (SMM)**

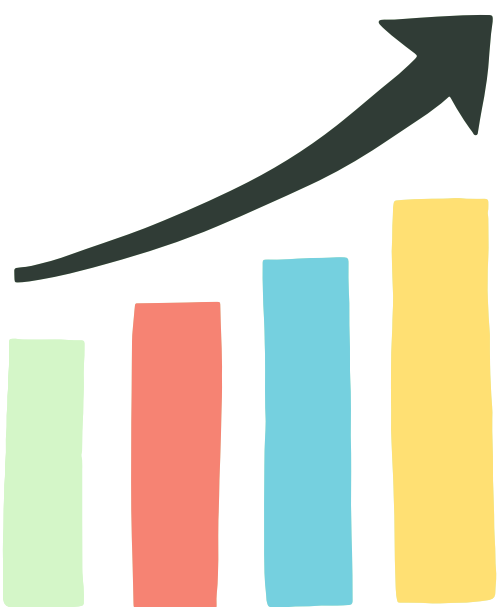
- **Creating Facebook Page For Business**
- **Facebook, Instagram Advertising**
- **Creating Advertising Campaigns**
- **Payment Modes**
- **Audience**
- **Acquisition**
- **Traffic Sources**
- **Content Optimization**
- **Live Data**
- **Reports**



# **DIGITAL MARKETING SYLLABUS**

## **10. GRAPHIC DESIGN IN CANVA**

- **Overview of Canva interface**
- **Creating a Canva account**
- **Understanding basic tools and features**
- **Logo Design**
- **Festival Design Poster**



**Ready to start your digital marketing journey?  
Enroll now or DM for more information!**

# THANK YOU

## For More Details

— CONTACT US —



**+91 77890 41588**



**[www.nexprodigitalschool.in](http://www.nexprodigitalschool.in)**



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