QUICKSTEP COMPUTER CENTER

National Accreditation Board of Education Training.
(NABET)- Quality council of India) An ISO 9001:2008

********Digital Marketing Course Modules********

1. Introduction to Digital Marketing

2. Website Planning and importance

3. Web design and development

4. Bloging Methods

5. SEO (Search Engine Optimization)

6. Google Advertising Campaign (Text Ads, Display Ads, Video Ads, Shopping Ads)

8. SEM (Search Engine Marketing)

9. PPC (Pay per click)

10. Google Ads Certification

11. SMM (Social Media Marketing)

12. (G+, Pinterest, Instagram)

13. Google Business Page Creation

14. Email Marketing

15. Mobile Marketing

16. Affiliate Marketing

17. Google AdSense

18. Online Reputation Management

19. Google Webmaster Tools (Search Console)

20. Web Analytics (Google Analytics)

21. Popads activation

22. Ecommerce website creation

23. Lead Generation

24. Landing Page creation

25. QR Codes for Business

26. Live Chat Techniques

27. Youtube Marketing

28. Website Audits for Business

29. Facebook Marketing

30. Twitter Marketing

31.Linkedin Marketing

32.Social Media Optimization

33. Social Sharing tools with demo

34. Payment Gateway

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