

Digital Marketing Syllabus

- Digital Marketing Overview
- Website planning & Creation
- Email Marketing
- Lead Generation
- Google AdWords
- Google Analytics
- Facebook Marketing
- LinkedIn Marketing
- Twitter Marketing
- Video Marketing
- Instagram marketing
- Pinterest Marketing
- Search Engine Optimisation(SEO)
- Online Display Advertising
- Ecommerce Marketing
- Mobile Web Marketing
- Content Marketing
- Online Reputation Management
- Affiliate Marketing Basics
- Adsense & Blogging
- How To Grab Freelancing Projects?

Live project + Certification +Google certificate

60 days

12k

SEO Syllabus

- SEO Analysis of Website
- On page SEO Optimization
- Off Page SEO Optimization
- Google Adwords
- Google Analytics
- Webmaster Tools
- Keywords Research & Analysis
- Search Engine Marketing
- Social Media Optimization & Marketing
- Reputation Building

Live project + Certification +Google certificate

45 days

10k

Social Media Syllabus

- Definition of social media
- Types of social media
- Key terms to understand
- How Social Media influences audience
- How Social Media is affecting Google Search
- How to choose right social media
- Developing unique content, positioning and voice
- How to generate Word of mouth
- Integrating social media into your website and blogs
- How to amplify content with multiple Social Media channels – Viral Marketing
- Facebook | Pinterest | Google+ | Twitter | LinkedIn | Instagram | Youtube

Live project + Certification +Google certificate

30 days

8k

Address

Plot no.198,Medical College Road,Above B.O.I atm Near Haldiram, Untkhana, Nagpur, Maharashtra
440024

Email

info@capturous.in | capturous.in@gmail.com

call

8806005714 | 8600028849

Web

<http://www.capturous.in>