



BECOME A MASTER IN DIGITAL MARKETING

Your Path to Mastery Begins Here!



www.sevenmentor.com

DIGITAL MARKETING

COURSE MISSION

The mission of the SevenMentor Institute's Digital Media Marketing Course is to empower individuals with the skills and knowledge needed to excel in the dynamic world of online marketing. This training will bridge the gap between traditional marketing practices and innovative digital strategies, equipping learners to create impactful campaigns, engage target audiences effectively, and drive business growth.

Digital Media Marketing Statistics:



**INDUSTRY
INSIGHTS**

**\$1.5
Trillion**

Global Industry By 2030

55%

Vacancies For Top DM
'Executives

**Explore New Skills and
Thrive With Confidence:**

By fostering creativity, analytical thinking, and hands-on expertise, our Digital Media Marketing Program prepares participants to thrive in diverse digital platforms and contribute to the ever-evolving digital landscape with confidence and proficiency.

Become a master in Digital Media Landscape

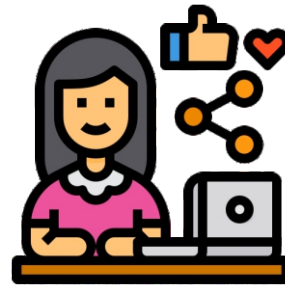


In today's fast-paced digital era, the ability to market effectively online is not just an advantage—it's a necessity. SevenMentor's Digital Media Marketing Course offers an immersive learning experience that equips you with the skills and knowledge needed to excel in the dynamic world of digital marketing.

The Digital Media Marketing Course:



Digital Marketing Executive



Social Media Manager



SEO Specialist



Content Marketer



PPC Specialist

Develop A Strong Base **To Jump High:**

This Digital Media foundation course will lay a solid base for you to dive deeper into advanced digital marketing techniques while providing hands-on skills in crucial areas like SEO, website analysis, and social media strategies.

■ **Digital Marketing Foundation :**

- **Understand the fundamentals of digital marketing and how it differs from traditional marketing.**
- **Learn about Search Engine Optimization (SEO), Social Media Marketing (SMM), Content Marketing, Email Marketing, and Pay-Per-Click (PPC) Advertising.**

■ **Website Analysis**

- **Learn the importance of analyzing your website for performance and user engagement.**
- **Develop strategies to optimize your website's design and usability to improve user retention.**

■ **Search Engine Optimization**

- **Understand what is SEO and its effects on website rankings**
- **Learn techniques like optimizing meta tags, headings, images, and content for better visibility.**
- **Dive into website speed optimization, mobile-friendliness, and structured data for improved search rankings.**

■ **Social Media Optimization**

- **Learn how social media platforms impact digital marketing strategies.**
- **Create a content calendar and understand the best times and formats to post for maximum reach and engagement.**
- **Learn how to measure social media success using built-in tools and third-party platforms.**

■ **Google Analytics and Webmaster :**

- **Learn how to use Google Analytics to track and interpret website data, monitor traffic, and analyze visitor behavior.**
- **Learn to use Google Search Console (Webmaster Tools) to monitor website health, identify search queries, and resolve crawl issues.**

DIGITAL MARKETING

SYLLABUS

01 Digital Marketing

- What is marketing?
- What is Digital Marketing?
- Why Digital Marketing?
- Scope of Digital Marketing Benefits of Digital Marketing
- Digital Marketing vs. Traditional Marketing
- Various Digital marketing platforms & Techniques
- Latest Digital Marketing Trends

02 Content

- What is a blog
- What is a an article
- Blog vs Article
- Content Marketing
- Content Writing
- Image Content
- Video Content
- Social media content

03 Search Engine and Its Basic

- What is a Search Engine?
- How Search Engines Work?
- Types of Search Engines
- What are Spiders ?
- What is crawling?
- What is Indexing?
- Google Panda
- Google Penguin
- Google Humming Bird
- Google Pigeon
- Google Rank Brain
- Google Possum
- Google Fred

04 Website Analysis

- What is a website?
- Different Types of website
- Website architecture
- Basics of developing and designing a website
- Usability & user experience of a website
- Why to say yes to responsive website

05 Domain names and extensions

- What is web server and web hosting?
- How to book a domain?
- How to book a hosting?
- Example: Go daddy, Hostinger
- Website understanding
- Domain names and extensions
- What is web server and web hosting?

06 Keyword Research

- Introduction to Keyword research
- How and why to choose right keywords
- Different types of keywords
- How to do Keyword analysis
- Keywords density analysis
- Tools for keyword research
- What is keyword proximity?
- What is keyword prominence?
- What is keyword frequency in SEO?
- What is keyword streaming?
- Localized keywords research

07 What is Local SEO

- Google 3 Pack
- Importance of Local SEO
- Submission to Google My Business
- Completing the Profile
- Local SEO Ranking Signals
- Local SEO Negative Signals
- Citations and Local Submissions

08 SEO Concepts

- Introduction to search engine optimization Keyword Density
- What is the Bounce Rate?
- Keyword Research,
- Keyword Analysis
- Google Penalty
- What is Black hat SEO?
- What is White hat SEO?
- Good and Bad SEO Techniques
- What is Google PageRank?
- What is Domain Authority?
- What is Page Authority?

09 On Page SEO

- Introduction to ON page optimization
- What is Title, Description and Keywords tags Length of titles, meta description and Snippets
- Difference between HTTP / HTTPS Website architecture
- Website structure & navigation menu optimization H1 to H6 Tags and their importance
- Important keywords in title, meta descriptions and content
- When and where keywords can be placed
Anchor Text
- Image tag optimization
- Content Optimization
- SEO friendly content
- URL Structure / Optimization Robots.txt
- Canonical Tag 404 Implementation
- Different types of Sitemaps and their importance
- Google SEO guidelines
- Broken link analysis
- On page Analysis
- 301 & 302 Redirection

10 SEO OFF Page

- Directory Submission
- Blog Submission
- Blog Posting & Blog Commenting
- Article Submission
- Social Book-marking
- Free Classifieds
- Press Releases Submission
- Image Submission
- Forum Posting
- Video Sharing

11 Google Webmaster Tool

12 Google Analytics Tool (Ga4)

- Introduction to Google Analytics
- Installing Analytics code in site Analytics account structure
- Setup Google Analytics Account
- Understanding Bounce Rate?
- Real Time in Analytics
- What is Audience?
- How to check the statistics?
- What is ACQUISITION in Google Analytics?

- Search Console at a Glance in Analytics tool
- Understanding Goals and Conversions
- How to set up Goals?
- Different types of goals

13 Social Media Optimization

- What is social media optimization?
- Reason for using social media?
- Benefits of social media optimization
- Various social media platforms Impact of using social media

Facebook

- Facebook Introduction
- Facebook Organic Promotion
- Facebook Account setup
- Understanding Facebook strategies
- Facebook group creation
- Facebook group promotion
- Facebook event management
- Facebook page setup introduction
- Types of Facebook page
- Facebook profile pic & cover photo creation
- Increase the likes on fan page
- Edit information about page page wall posting Types of posts
- Increase post engagements
- Understanding page setting

LinkedIn

- What is LinkedIn?
- LinkedIn Organic Promotion
- Importance of LinkedIn
- LinkedIn profile creation
- Company profile vs Individual profile
- Optimizing the profile
- Skills, Endorsements, Recommendations in LinkedIn
- Finding jobs on LinkedIn
- Job post on LinkedIn
- Creating company profile Promoting company profile
- Increasing followers on LinkedIn page

Twitter

- What is Twitter?
- Twitter Organic Promotion
- Use & Benefits of Twitter
- Twitter profile creation
- Profile customization & Post creation
- Content & image using on Twitter Increase followers
- Using #(Hash) tag

Instagram

- What is Instagram?
- Instagram Organic Promotion
- Account creation of Instagram
- Branding & Promotion on Instagram
- Promotional strategies & tips on Instagram
- Using hash tags (#) on Instagram Advertising on Instagram
- Creating business profile on Instagram

Pinterest

- Pinterest Organic Promotion
- What is Pinterest?
- Dashboard Creation
- Customizing profile Boards in Pinterest
- Website promotion
- Image posting

Youtube

- Youtube Introduction
- Video posting & Shorts posting
- Youtube SEO
- Youtube Thumbnail
- Youtube Penalty

Quora

- What is Quora
- Benefits of Quora
- How it differs from other platforms
- Quora Advertising

14 Social Media Marketing

- Facebook Social Media Marketing
- Facebook advertising
- Types of advertising
- Facebook fan page promotion
- Boost post
- Awareness
- Conversion
- Traffic on website
- Practical session

LinkedIn Social Media Marketing

- Advertising on LinkedIn
- Types of promotion
- Audience targeting
- Bid strategies
- Ad format
- Ad dimensions & rules
- Practical session

LinkedIn Social Media Marketing

- Advertising on LinkedIn
- Types of promotion
- Audience targeting
- Bid strategies
- Ad format
- Ad dimensions & rules
- Practical session

Instagram Social Media Marketing

- Advertising on Instagram
- Types of promotion
- Audience targeting
- Bid strategies
- Ad format
- Practical session

15 What is ORM? Importance of ORM

- How to build online reputation?
- Importance of ORM in SEO
- Importance of ORM in SMO Review
- monitor sites & blogs Tools for ORM

16 Google AdWords Training

17 E - Mail Marketing

18 Affiliate Marketing

19 Various Digital Marketing Tools & Extensions

20 AI Tools

A Word From Our Trainers:

We welcome you to the exciting world of Digital Media Marketing. This course is designed to equip you with the essential skills and knowledge to navigate the ever-evolving digital landscape. Our goal is to empower you to create effective digital strategies that drive results. Get ready to learn, experiment, and network with fellow aspiring digital marketers. Let's embark on this journey together!

Why SevenMentor Stands Out?

SevenMentor's industry-focused training program empowers you with the skills and expertise needed to build a thriving career in **Digital Marketing**



Comprehensive Curriculum:

Covering key areas such as SEO, social media marketing, pay-per-click (PPC) advertising, email marketing, and content strategy



Hands-On Learning:

Engage in real-world projects and case studies to gain practical expertise.



Expert Trainers:

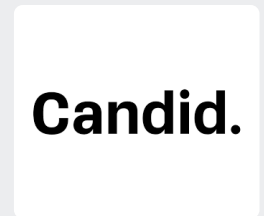
Learn from seasoned industry professionals with years of experience.



Cutting-Edge Tools:

Master tools like Google Analytics, HubSpot, and SEMrush for data-driven decision-making.

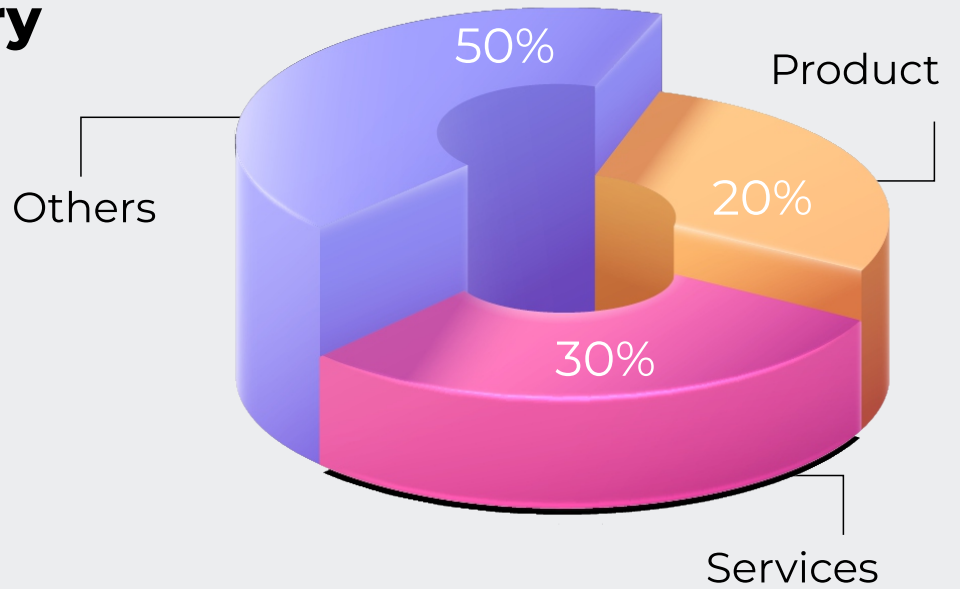
Our Students Are At Reputed Tech Companies



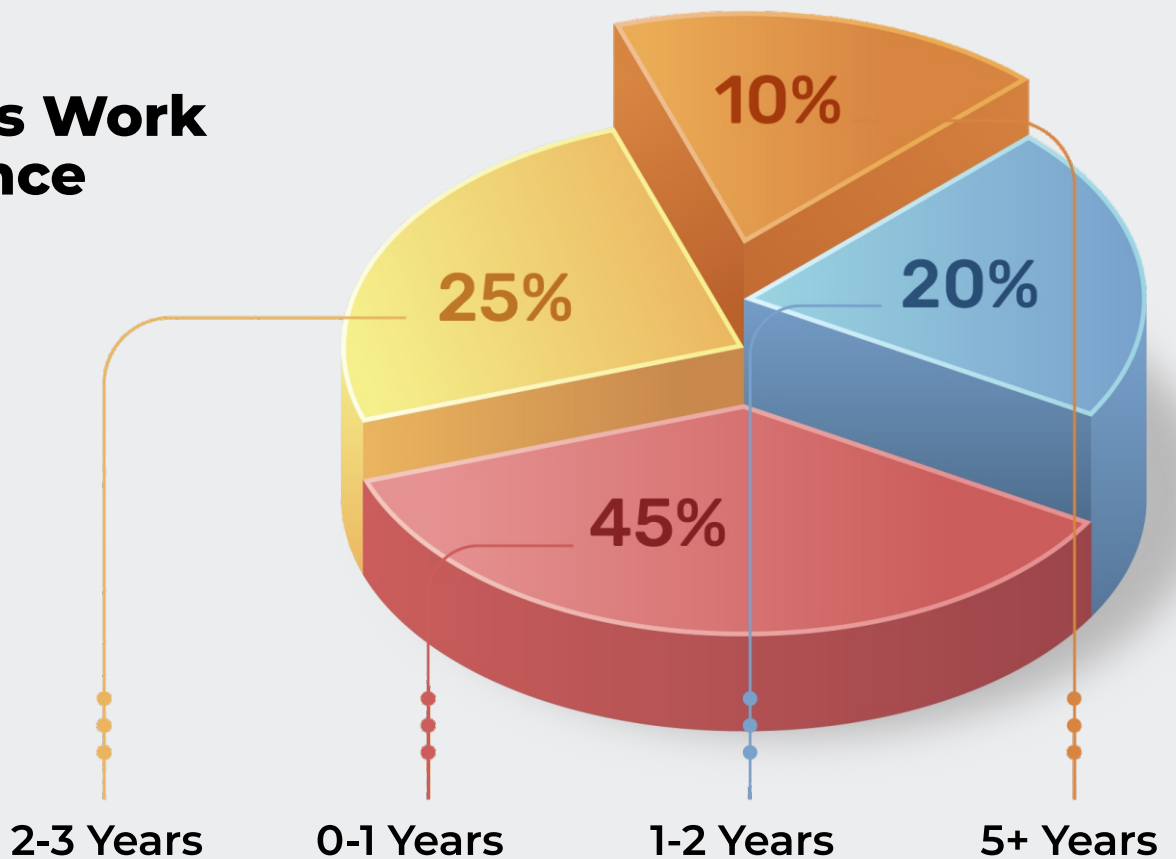
Learn To Succeed:

Unlock diverse job opportunities in top organizations or grow your own business through effective digital strategies. By learning with SevenMentor, you not only acquire knowledge but also the confidence to excel in the fast-evolving digital marketing landscape.

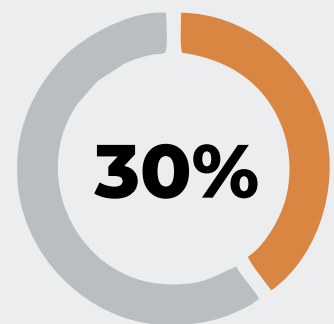
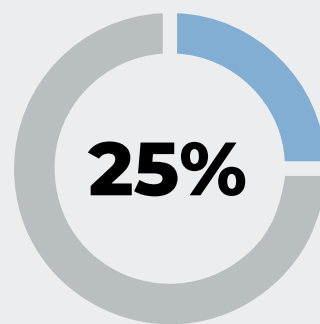
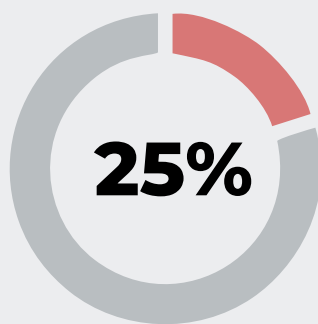
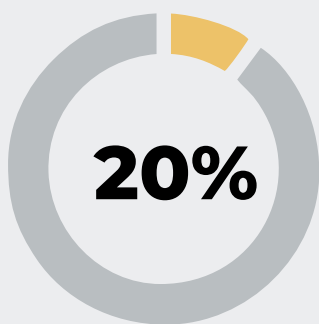
Learner's Industry Background



Learner's Work Experience



Learner's Expertise



Your Bright Future Awaits You:

93% of online experiences begin with a search engine, making Digital Marketing a top priority for businesses.

Over 8,60,000 job openings for digital marketing roles globally and projected to grow by 8% annually.

Quality Education Is Within Your Reach”

Our Digital Marketing Course is designed to provide affordable training without compromising on the quality of learning. We also offer flexible payment plans, ensuring that you can invest in your future without financial strain. Whether you’re looking to enhance your career or start a new one with SevenMentor you get to learn at a price that fits your budget.

Four Simple Steps To Success:

- Visit SevenMentor website to explore the details of our **Digital Marketing Course**
- Reach out to our **admission team** to enroll in this course
- Attend the **scheduled classes either online or in-person**
- Receive your esteemed **digital marketing certificate** and apply for top job opportunities across the country.

Connect With Us For A Bright Career!

Step into the future of marketing with **SevenMentor's Digital Media Marketing Course**. Transform your passion for digital trends into a rewarding career. For more details and to enroll, contact us now!

Request For Call Back

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