



National Institute Of Digital Marketing Koramangala

NIDM- KORAMANGALA - PRESENTS

NIDM Koramangala is market leader in Digital Marketing trainings. We have trained more than 1500+ students. Again we proudly Presents new digital marketing programs.

SEO/SEM/SMM

This course is designed by the industry experts to help you get a complete in-depth knowledge In the digital marketing stream.

After taking this course, the learners will acquire the right skills through extensive hands-on Practice on a wide range of simulations and projects that will enable them to launch and Execute their own Digital Marketing Campaigns.

COURSE CONTENTS

SEARCH ENGINE OPTIMISATION-SEO

- On page SEO & Off page SEO
- Site Analysis-Ranking Factors
- Title-URL-Canonical-Headings.
- Content-Internal-External-Links.
- Meta Tags, Optimize SEO Content.
- Canonical, Keyword Research,
- Keyword Density, Image Optimization.
- Creating sitemaps, creating Robots File.
- Search Engine Submissions-webmasters.
- Link building, Case studies- Tools
- White Hat – Black Hat- Grey Hat SEO
- Google Algorithm Updates

SEARCH ENGINE MARKETING-SEM

- GOOGLE ADWARDS – PPC – PAID CAMPAIGNS
- Google PPC Campaigns – keyword Match Types.
- Types of ads - Search – Display – Shopping – Mobile.
- Dynamic Search ads & Remarketing.
- Bing Campaigns – LinkedIn – Twitter Campaigns.
- Facebook – YouTube Campaigns – Budget – Strategy.

- Ad Extension – Bid Adjustment – Bid Simulator.
- Advanced Local Options – Tracking – Certifications

5 CERTIFICATIONS
6 MONTHS SUPPORT

SOCIAL MEDIA MARKETING – SMM

Basics – Intro – Social media types-case studies

- **Facebook:-** Facebook for branding – Business pages face book groups-events image size rules-settings face book for lead generation – Facebook Ads – Campaigns setup – budget billing – conversions. How to target right audience – likes – followers how to increase likes of face book business page -Facebook Insights- Tracking tools for social media Instagram-Run ads on Instagram branding
- **LinkedIn:-** Profile set-up LinkedIn for business B2B-connections-linkedin pulse company page setup-LinkedIn ads-Targeting-Budget-Strategy. **Lead Generation From LinkedIn – Analytics.**
- **Twitter:-** Profile setup – tweets- campaign – Creating promoted tweets, Analytics – twitter ads-strategy for lead generation-engagement. Blogger – Word-Press.
- **YouTube:-** YouTube channel setup creating videos-optimization-ads Monetization-live stream-subscribers-embed-hangouts-video. Marketing-viral Video-lead generation techniques.

ADD ON'S – GOOGLE CERTIFICATION



Trainees will get support to clear 5 Google certifications and NIDM certification.
 Course materials- 150+Ebooks-100+PPT's-8Live Projects-50+Tools
 Resume Preparation – Mock interviews- Live Hands on Practical Training – 100%
 Placements – 6months Student Support – Internship – Guest Lectures -
 2Installments

CONTACT US



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Open now: 9AM-10PM ▾