ACESOFTECH ACADEMY

PROFESSIONAL

DIGITAL MARKETING

COURSE

6 MONTHS DIPLOMA

DIGITAL MARKETING COURSE

UPDATED AS PER INDUSTRY REQUIREMENTS

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ACESOFTECHACADEMY

COURSE HIGHLIGHTS

Digital Marketing Course Introduction	On-Page SEO	WordPress Website
Free Hosting	Social Media Marketing	Google AdWords Google Ads
Off-Page SEO	Google AdSense & Affiliate Marketing	Freelance & Bidding

About Acesofech Academy

Established in 2009, Acesoftech Academy is a leading Software and Digital Marketing Training institute in Kolkata. We are providing Digital Marketing Course since 2010, probably first or second Training institute in Kolkata which have started SEO/Digital Marketing Course in Kolkata.

Our focus is to make the candidates Job-ready with quality training. We understand the value of your money and we try our best to secure your future with advanced and industrial training. When you go to work in any company you feel like a professional and not a fresher. This is totally project based and job-oriented training.

What is Extra in 6 Months Course

1. Its Diploma Course. Diploma always carries more weight than certificate course.
2. All subject which are in 4 Months are taught in 6 Months in more details. Because you have two months extra time.
3. Freelance & Bidding Course worth Rs. 5,000 is included free in this course. This gives you double benefits. You can do job as well as you can do freelance work.
4. Photoshop Graphic design is included in this course. Using this you can design your own attractive social media banners.
5. Free premium WordPress theme like DIVI theme or flatsome theme is provided with this course.
6. Premium plugin like Yoast SEO,Wp Rocket is included with this course.

Course Curriculum

1) Introduction
- ✓ Digital Marketing Introduction
- ✓ What is Digital Marketing
- ✓ Digital Marketing benefits
- ✓ Traditional Marketing vs DM

2) Who can Join this
- ✓ Students who want build a solid career in Digital Marketing
- ✓ Entrepreneur who wants to promote his own business
- ✓ Project Managers who want to handle monitor and handle projects
- ✓ Website designers who want to design SEO-friendly websites
- ✓ Website developer who wants to develop SEO-Friendly websites
- ✓ Traditional business developers who wants migrate to Digital Marketing
- ✓ Digital Marketer who wants to get professional knowledge from expert

3) Pre-Requisite
- ✓ No age bar
- ✓ No educational bar
- ✓ Working English knowledge
- ✓ Computer and Internet knowledge

Course Curriculum

4) Course Benefit

✓   Can work as a Digital marketing executives

✓   Can manage and promote his/her own business

✓   A Wide Range of Career Options

✓   Better Salary (Most Fascinating Advantage of Digital Marketing Course)

✓   Start your own business

✓   Creativity inside you

5) Website Planning

✓ Finding Target Audience

✓ Domain Registration

✓ Website Creation

✓ Website hosting

6) HTML5/CSSS Training(If you don't know)

What is HTML

What is CSS?

Basic of HTML

Basic of Head tags

Create a simple layout using HTML5 and CSS3

Course Curriculum

7) SEO (Search Engine Optimization)

    a) What is SEO

    b) Why SEO is an essential part of Digital Marketing

    c) On Page SEO

        i) Basic on-Page SEO

        ii) Title, Meta Keywords and Description

        iii) H1, H2.. optimization

        iv) URL optimization

        v) Image Optimization

        vi) Sitemap

            (a) HTML Sitemap

            (b) Why HTML sitemap?

            (c) XML Sitemap

            (d) Why XML Sitemap?

        vii) Advanced on-Page SEO Part-1

            (1) robots.txt

            (2) XML sitemap creation

            (3) HTML Sitemap Creation

            (4) Breadcrumb

            (5) Favicon

Course Curriculum

7) SEO (Search Engine Optimization)

iii) Advanced on-Page SEO Part-2

      (1) RSS Feed creation.

      (2) Understanding .htaccess file and its uses.

      (3) Understanding 301 redirection.

      (4) Understanding mode re-write and its value.

      (5) What is 404 and how to create 404 page.

iv) Advanced on-Page SEO Part-3

      (1) Understanding Cannibalization in SEO.

      (2) Canonicalization and Cannibalization.

      (3) Domain canonicalization.

      (4) Understanding Canonical URL

      (5) Canonical URL optimization of Dynamic websites

      (6) Alternate tag.

      (7) HREFLANG tag.

      (8) Various meta robots tag

Course Curriculum

7) SEO (Search Engine Optimization)

    d) WordPress Training

        i) How to install WordPress

        ii) How to install theme

        iii) How to create memos

        iv) How to create and set widgets

        v) How to create contact form

        vi) Installing plugins

        vii) Installing Yoast SEO plugin

        viii) Using Yoast SEO plugin

    e) Page Speed (Updated as per latest Google Update)

        i) Understanding new algorithm of Page speed

        ii) Understating First Contentful Paint

        iii) Render-blocking resources

        iv) How to remove Render-blocking resources

        v) Image optimization as per latest Google guidlines

        vi) CSS Optimization and Minification

        vii) Js optimization and minification

Course Curriculum

7) SEO (Search Engine Optimization)

   f) AMP

      i) What is AMP

      ii) Why AMP?

      iii) How to use APM in WordPress?

      iv) How to use AMP other than WordPres websites?

      v) AMP Testing

      vi) Fixing AMP errors

   g) Schema/Microdata

      i) What is schema?

      ii) What isMicrodata?

      iii) Applying various Schema tags where required

      iv) Review and rating Schema tags

      v) Json-tldvsMircodata

      vi) What to use where

      vii) How to apply Schema in WordPress websites

      viii) How to apply schema data in other than WordPress

Course Curriculum

7) SEO (Search Engine Optimization)

 h) Off-Page Optimization

  h) Backlinks

  (1) Understanding Inbound Links

  (2) Understanding Outbound links

  ii) Follow links and no-follow links

  iii) Social Book Marking

  iv) Blog Comments

  v) Social Sharing

  vi) PPT Submission

  vii) Forum Submission

  viii) Video submission

  ix) Docs Submission

  x) Guest Posting

  xi) Blog Creation, posting and optimization

  xii) InfoGraphic Submission

Course Curriculum

8) Keyword Research

- ✓ What is keywords
- ✓ Long-tail Keywords Vs Short-tail keywords
- ✓ Understanding keyword Matrices
- ✓ Keyword Saturation
- ✓ Using Keyword Planner
- ✓ Create account in Adword
- ✓ Using various methods for Keyword research
- ✓ Keyword Analysis of Competitors

9) Landing Page

- ✓ What is landing page?
- ✓ Home page Vs. Landing Page
- ✓ Why you should have a separate Landing page?
- ✓ Landing page MailChimpIntegration
- ✓ Landing page and Microsite
- ✓ WordPress Landing Page Vs other type of websites

Course Curriculum

10) E-Commerce Website

- ✓ Understanding different types of e-commerce websites
- ✓ URL optimization of e-Commerce websites
- ✓ Canonical URL optimization of dynamic websites
- ✓ Woo-Commerce Website Setup
- ✓ Woo-commerce website optimization
- ✓ Google Merchant setup for advertising
- ✓ Optimize e-commerce other than Wordpress

11) Web Audit / Analytics

a) Google / Bing Web Master

(Updated as per latest Search Console panel)

i) Link webmaster to your website

ii) Adding different versions of your websites

iii) Verify with Google web master

b) Website Audit

i) Checking broken links

ii) Understanding soft 404 page

iii) Using various tools to check website health

Course Curriculum

12) SMM (Social Media Marketing)

a) Facebook / Instagram

        i) Facebook Business page setup

        ii) Business page naming

        iii) Business page optimization

        iv) Facebook Ads

b) Twitter

        i) Twitter page creation

        ii) Twitter Page optimization

        iii) Increasing twitter follower in organic way

        iv) Twitter ads

c) LinkedIn / Pinterest

        i) Creating LinkedIn Page

        ii) Creating LinkedIn Business page

        iii) Optimizing Business page

        iv) Increasing connects in organic way

d) You Tube

        i) You Tube channel creation

        ii) Using You Tube creator studio

        iii) Using Youtube analytics

        iv) Using Keywords and #tag

        v) Youtube Monetization

Course Curriculum

12) SMM (Social Media Marketing)

a) Facebook / Instagram

       i) Facebook Business page setup

       ii) Business page naming

       iii) Business page optimization

       iv) Facebook Ads

b) Twitter

       i) Twitter page creation

       ii) Twitter Page optimization

       iii) Increasing twitter follower in organic way

       iv) Twitter ads

c) LinkedIn / Pinterest

       i) Creating LinkedIn Page

       ii) Creating LinkedIn Business page

       iii) Optimizing Business page

       iv) Increasing connects in organic way

d) You Tube

       i) You Tube channel creation

       ii) Using You Tube creator studio

       iii) Using Youtube analytics

       iv) Using Keywords and #tag

       v) Youtube Monetization

Course Curriculum

13) In Bound Marketing

- ✓ Understanding Inbound Marketing
- ✓ What is clickbait
- ✓ What is linkbait
- ✓ Understanding content marketing technique

14) Digital Ads

a) Adword

i) Adword Campaign

ii) Adword Ads

iii) tracking and ROI

iv) Re-Marketing and Re-targeting

v) Adword Merchant Account and setup

vi) Adword Lead generation

b) Facebook Ad

i) Creating Campaign in facebook

ii) Creating Ads and facebook pixel

iii) Conversion tracking and analytics

c) Twitter/LinkedIn ads

i) Creating campaign

ii) Creating ads

iii) Analytics and conversion tracking

Course Curriculum

15) Email Marketing

- ✓ Different ways of Email marketing
- ✓ MailChimp Email Marketing
- ✓ Email Template Creation
- ✓ Email and Spam Avoidance

16) Content/Video

- ✓ SEO Content writing
- ✓ LSI and Keyword Saturation
- ✓ Blogging and AdSense Earning
- ✓ Video Marketing and Earning

17) Blogging and AdSense Earning

- ✓ How to become a pro Blogger
- ✓ How to apply for Adsense
- ✓ How to optimize your blog for Adsense

Course Curriculum

18) Website/Projects

- ✓ WordPress Website Setup
- ✓ Free Hosting
- ✓ Free premium theme
- ✓ Cpanel Uses and file updates

19) Google Analytics

- ✓ Google Analytics integration.
- ✓ Creating profile and manage it
- ✓ Using Google tag manager
- ✓ Country-based traffic analysis.
- ✓ City-based traffic analysis.
- ✓ Channel based traffic analysis.
- ✓ Analytics goal creation.
- ✓ Analytics alerts and reports

Course Curriculum

20) Lead Generation

- ✓ What is Lead generation
- ✓ Facebook Form for Lead generation
- ✓ Adword Help for lead Generation
- ✓ Landing page Lead Generation
- ✓ Lead Generation and conversion
- ✓ tracking
- ✓ Mobile Lead Generation

21) Career Help

- ✓ Job Opportunity
- ✓ Work as freelancer
- ✓ Your Own business
- ✓ Adsense/ Youtuber Earning

Course Curriculum

22) Google Algorithm Updates

- ✓ Understanding Google Panda Updates.
- ✓ What is Penguin algorithm update?
- ✓ What is Hummingbird algorithm update.
- ✓ Pigeon algorithm update.
- ✓ Doorway algorithm update.
- ✓ EMD algorithm update.
- ✓ Google Page speed updates.

23) Affiliate Marketing

- ✓ Understanding affiliate Marketing
- ✓ How to apply for affiliate Marketing
- ✓ Earning through affiliate Marketing

Course Curriculum

24) ORM (Online Reputation Management)
- ✓ Understanding ORM
- ✓ How to manage ORM

25) Google My business
- ✓ How local marketing is important
- ✓ How to register business in Google
- ✓ How to recover old account
- ✓ How to manage reviews and reputations

26) AI and Automation in Digital Marketing
- ✓ Understanding Machine Learning
- ✓ Artificial Intelligence and Marketing Automation

Course Curriculum

27) Digital Marketing Reporting

- ✓ How to send initial report to client
- ✓ Compare monthly report and send to client
- ✓ Report customization.
- ✓ Different report templates.
- ✓ Report generation tools.

28) Freelance And Bidding

- ✓ How freelancer works
- ✓ Open freelance accounts in Freelancer, UpWorkd, Fiverr and Guru etc.
- ✓ Optimize your account
- ✓ Place Bid
- ✓ Tips and tricks how to fetch projects
- ✓ Guaranteed earning through freelancing

Course Curriculum

29) Open your own Digital Marketing Company
- ✓ How to find target audience for Digital Marketing
- ✓ How to setup a company /Firm
- ✓ How to manage a Digital Marketing agency
- ✓ How to report to the customer

30) SPA(Single Page Application) Optimization
- ✓ What is SPA
- ✓ How to optimize SPA
- ✓ How to render SPA

31) Graphic Design
- ✓ Photoshop Basic Tools
- ✓ Photo Editing
- ✓ Banner creation
- ✓ Social Media attractive banner creation

Course Curriculum

32) Digital Marketing Tools

- ✓ Google Ads (AdWords) Keyword Planner tool.
- ✓ Google Search Console tool.
- ✓ Google Analytics tool.
- ✓ YoastWordPress optimization tool.
- ✓ Google Website Speed Test tool.
- ✓ Google My Business tool.
- ✓ Moz Open Site Explorer tool.
- ✓ SEO Profiler.
- ✓ WooRank tool.
- ✓ Raven tool.
- ✓ MailChimp.
- ✓ Hootsuite tool.
- ✓ AddThis tool.

33) Certification Help

- ✓ Acesoftech Academy certificate
- ✓ Google Certification
- ✓ Facebook Certification

Course Curriculum

33) Artificial Intelligence in Digital Marketing
- ✓ How to generate AI contents
- ✓ Using ChatGPT in Digital Marketing

34) Certification Help
- ✓ Acesoftech Academy certificate
- ✓ Google Certification
- ✓ Facebook Certification

35) Free Tools
- ✓ Free Premium theme
- ✓ Free Plugins
- ✓ Free Website Audit Tool
- ✓ Free Email Capturing/Scrapping tool

Our Students are working in companies:

Google   IBM   Microsoft   Capgemini   Infosys   accenture   tcs TATA CONSULTANCY SERVICES   Red Hat   wipro