



EXPERT
TRAINING
INSTITUTE

ADVANCE
PAY PER CLICK
COURSE

**ONLINE & OFFLINE CLASSES
WEEKENDS | WEEKDAYS**

**"Unleashing Digital Opportunities
By Becoming A Part Of The
Trillion Dollar Digital
Marketing Industry & Secure
Your Future"**

www.expert-seo-training-institute.in



**WELCOME
TO
EXPERT TRAINING
INSTITUTE**



Head Office & Training Institute

178, 1st Floor, Jai Appt, Commercial Wing, Sector 9, Rohini, Delhi-85
Opposite Pillar No.418, Near Rohini West Metro Station
99583-81938 | 99583-84020
<http://www.expert-seo-training-institute.in>

Advance Digital Marketing Course Certification

Weekdays | Weekends | Only Sunday

Reasons To Choose Expert Training Institute



Become A Google
Certified Professional



Learn From
Industry Experts



Learn A to Z
Digital Marketing



Free Backup &
Doubt Sessions



Comprehensive
Practical Training



Student's
Feedback



Build Your
Own Website



Targeted
Approach



100% Placement
Support



Live Projects
Experience



Lifetime Query
Assistance



Free Tools
& Softwares



Simple Step By
Step Process



Flexible Process
Fits Your Schedule



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1. INTRODUCTION TO PPC (PAY PER CLICK)

- Introduction
- Google Ads Structure
- Set up your Google Ads account

2. SEARCH CAMPAIGN - KEYWORD MATCH TYPES

- What is Keywords & Queries
- Exact Match
- Phrase Match
- Broad Match
- Broad Match Modifier
- Negative

3. SEARCH CAMPAIGN - SEARCH ADS

- Text Ads
- Responsive Text Ads
- Call Only Ads
- Dynamic Keyword Insertion Ads
- Countdown Ads
- Location Insertion
- If Function Ad

4. SEARCH CAMPAIGN - AD EXTENSIONS

- Sitelinks
- Callouts
- Call
- Location
- Structured Snippets
- Price
- App
- Message

5. SEARCH CAMPAIGN CREATION

- SetUp
- Start & End Date
- URL Options
- Location Targeting
- Languages
- Budget
- Bidding
- Ads Schedule
- Ad Rotation

6. INTRODUCTION - DISPLAY CAMPAIGN

7. DISPLAY CAMPAIGN - DISPLAY ADS

- Responsive Ads
- Banner Ads
- Gmail Ads
- Lighbox Ads

8. DISPLAY CAMPAIGN CREATION

- Start & End Date
- Url Option
- Location Targeting
- Languages
- Budget
- Bidding
- Ads Schedule
- Ads Rotation

9. INTRODUCTION - VIDEO CAMPAIGN

- Setup
- Start & End Date
- Url Option
- Location Targeting
- Languages
- Budget
- Bidding
- Ads Schedule
- Ads Rotation

10. VIDEO CAMPAIGN - VIDEO ADS

- Skippable In-stream Ads
- Non Skippable In-stream Ad
- Bumper Ads
- Out-stream Ads
- Video Discovery Ads
- Sequence Ads

11. INTRODUCTION SHOPPING CAMPAIGN

- Shopping Ads
- Product Ads (w price)
- Showcase Ads (w/o price)
- SetUp
- Create Google Merchant Account
- Verify Your Business
- Create Product Feed
- Link Merchant A/c with Google Ads
- Campaign Setup

12. INTRODUCTION APP CAMPAIGN

- Campaign Setup
- Ad Creation

13. INTRODUCTION - SMART CAMPAIGN

- Call To Your Business
- Visit Your Store Front
- Actions on Your Website

14. INTRODUCTION - DISCOVERY CAMPAIGN

- SetUp

15. REMARKETING SETUP & CREATION

- Introduction
- Setup
- Code Placement in static Website
- Code Placement in Wordpress
- Custom Remarketing List Creation
- Website Visitors
- App Users
- Youtube Users
- Customer Emails

16. CONVERSION TRACKING

- Setup Conversion
- Conversion Code Placement in Static Website
- Conversion Code Placement in Wordpress
- Conversion Code Placement in Website through Tag Manager



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17. HOW TO WRITE KILLER AD COPY

- Scan your comp Ads
- Don't use false claims
- Include data & stats
- Use Offers
- Use CTA
- Use Numbers

18. BID ADJUSTMENT

- Device
- Location
- Ad Scheduling

19. LANDING PAGE

- Types: PPC-Social-Email
- Best
- Practices: Offer-Simplify4speed-CTA-imppartAboveFold-Testimonials-exitpopup
- LP Optimization Tools

19. GOOGLE ADS GLOSSARY

- Ad Relevance
- Frequency Capping
- Quality Score
- Ad Rank
- Invalid Clicks
- Click Through Rate - CTR
- Dimensions
- Split Testing
- Campaign URL Option
- Ad Rotation

21. BID STRATEGIES

- Target Search Page Location
- Target ROAS
- Target CPA
- Target Outranking Share
- Maximise Clicks
- Enhanced CPC
- Manual CPC

22. ADDITIONAL FEATURES

- Negative Keyword List
- Shared Budgets
- Placement Exclusion List
- Account Access
- Billing
- Ad Preview & Diagnosis
- Recommendation
- Change History
- Linked Accounts

23. COMPETITOR ANALYSIS USING 3RD PARTY TOOLS

- Keyword Research
- Ad Research
- Landing Page Research
- Conversion Code Placement in Wordpress
- Conversion Code Placement in Website through Tag Manager

24. GOOGLE SKILL SHOP - HOW TO TAKE THE EXAM



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Certificates You Get



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FOR STARTUPS

The benefits of Digital Marketing for startup companies

Incorporating digital marketing for startups can increase its awareness and sales. Advertising mediums like radio, print, and television have become traditional and their customer reach potential has declined considerably in this decade. Customers are switching to digital mediums to watch their favorite shows or to read news. Marketing on digital mediums has become the most effective way to reach customers and drastically increase your company's brand awareness. This specifically applies to startups, which usually have low brand awareness in their initial stages, to incorporate digital marketing in their campaigns. There are many benefits of digital marketing for startup companies, which are listed below-

- Cost-effective
- Increase sales
- Track your startup progress
- Reach
- Social Media Marketing
- Digital Public Relations

FOR STUDENTS

The scope of digital marketing is increasing by leaps and bounds. New enterprises are focusing more on digital marketing to boost up their productivity. The recent years have seen significant growth in this realm. Higher salaries, secured job profiles and broad goals are some of the benefits of online marketing.

1. Discover the Professional in you
2. A Wide range of Career Options
3. Better Salary Package
4. Embark your own Career
5. Flexible
6. Deployment of Skills from one Company to Another
7. Exhibit Creativity



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FOR WORKING PROFESSIONALS

1. Growth : As on date digital marketing industry is supposed to be the highest growing industry when compared to others. So you being a part of this industry you can grow as well. The growth rate in digital marketing industry is quite higher letting your career to boom high with it.

2. Better Remuneration : Not just the growth in terms of profile and designation, a digital marketing core knowledge and skill sets helps you get exceptionally good remuneration.

3. Secured Career : Digital marketing is never going to sleep. The demands will only increase in future and things will only get bigger and better. So a career in digital marketing industry is not only good in terms of growth and money but you also get to have a secured career.

4. Better Opportunities : A digital marketing knowledge will open doors for better opportunities in not only a different company but even in your current company. It is anyway obvious as you will have something that the market requires.

5. Interesting Work Field : You might feel that your current job has become monotonous and boring but the digital marketing industry is ever changing and offers something every single day to you to learn. So if you are someone who loves to learn new things it is the right field for you.

FOR ENTREPRENEUR

What Are the Main Benefits of Digital Marketing

The benefits of digital marketing are frequent and fruitful for entrepreneurs because there is more than one mode of digital marketing trends where business owners can publicize their products. You can search marketing agency to get a successful digital marketing campaign. Email marketing optimization can be helpful and for this purpose you can hire an internet marketing specialist.

Why Digital Marketing Is Important For Entrepreneur?

- It helps in generating revenue
- Entrepreneurs can gain users' trust
- It helps in building brand recognition
- Digital marketing trends are more cost-effective
- Mobile users can also be targeted by digital marketing
- Digital marketing campaign expands the online playing field
- It gives conversion and helps entrepreneurs to measure success
- Digital marketing enables entrepreneurs to interact with audiences
- Digital marketing can offer an improved return of investments (ROI)
- Online Business Survival can be ensured by digital marketing



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Exeprt Guidance



Aishwarya
Samar
Ramachandra
Associates



Amit
Aimil
Pharmaceuticals
India Ltd



Ankit Rai
Couch Potato
Productions



Maninder Kaur
GNITC



Pratiq Monga
IBM



Priyank
D.P Media



Rahul Jain
Tech Mahindra



Ramandeep
Team Wraith



Srikant
Lean Data
Technologies



Tejinder Singh
Accenture



Varsha Sharma
Sterling Take
Opinion Pvt

TRAINEES FROM



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Career Options you can choose after completion of Digital Marketing Course

DESIGNATION	EXPERIENCE	SALARY
WEB CONTENT EXECUTIVE	(0 TO 1 YEAR EXP.)	1.5 TO 3 LAKHS PER ANNUM
ONLINE REPUTATION EXECUTIVE	(1 TO 3 YEARS EXP.)	2 TO 4 LAKHS PER ANNUM
FREELANCE DIGITAL MARKETER	(2 TO 5 YEARS EXP.)	5 TO 10 LAKHS PER ANNUM
DIGITAL ACCOUNT EXECUTIVE	(3 TO 5 YEARS EXP.)	4 TO 8 LAKHS PER ANNUM
WEB ANALYTICS EXECUTIVE	(2 TO 3 YEARS EXP.)	3 TO 5 LAKHS PER ANNUM
MARKETPLACE EXECUTIVE	(0 To 1 YEARS EXP.)	2 TO 3 LAKHS PER ANNUM
ECOMMERCE SPECIALIST	(2 TO 5 YEAR EXP.)	3 TO 8 LAKHS PER ANNUM
ONLINE ADVERTISING SPECIALIST	(0 TO 1 YEAR EXP.)	4 TO 12 LAKHS PER ANNUM
DIGITAL CAMPAIGN PLANNER	(4 TO 6 YEAR EXP.)	5 TO 12 LAKHS PER ANNUM
SOCIAL MEDIA MARKETER	(0 TO 1 YEAR EXP.)	1.5 TO 3 LAKHS PER ANNUM
ADWORDS SPECIALIST	(2 TO 5 YEAR EXP.)	3 TO 10 LAKHS PER ANNUM
EMAIL. MARKETER	(0 TO 1 YEAR EXP.)	1.5 TO 2.5 LAKHS PER ANNUM
AFFILIATE MARKETER	(0 TO 1 YEAR EXP.)	1.5 TO 10 LAKHS PER ANNUM
SEO EXECUTIVE	(0 TO 1 YEAR EXP.)	1.5 TO 3 LAKHS PER ANNUM



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Piyush Vashith

Expert Training Institute is Par Excellence in Training Digital Marketing, as the tag line says truly they provide "Training beyond Your Expectations".



Shailja Jain

Good value for Money, still only few days to complete my Digital Marketing Training from #Experttraininginstitute.



Mohit Malik

"GOOD INSTITUTE WITH BEST FACULTY". Yes, that's true. Expert Training Institute is good institute for digital marketing course.



Varun Malik

It's a perfect organisation to learn Digital Marketing. You will learn lot of concepts apart from normal course also. You have lot of options in this, we can select what's our passion is and move forward in this.

Megha Mathur

Before learning Digital Marketing in Expert Training Institute I went to some institutes where they teach Digital Marketing but I am not satisfied because they won't teach the whole syllabus.



Priyank Bhushan

I have enjoyed the classes as they were interactive enough. Some heartfelt thanks to trainer Udit Khanna for his patience with any question.



Amogh Gulati

I have got great experience of Digital marketing through ETI. I got regular emails and notes. Every module provides me a new platform.



Mahir Seghal

Great support throughout the training. All the staff was exceptionally good and helpful.



Tushar Singh

Expert Training Institute is one of the best institutes to learn Digital Marketing. The subjects are taught in-depth with an excellent teaching style.



Nishant Jain

I learn here different ways to start my own business with great strategy. Thanks ETI, Thanks Udit Khanna



Sonu Raina

Wonder journey with great learning! Got a good exposure at the best digital marketing institute...



Raman Thakur

Excellent training, excellent teaching skills in detailed manner. Highly recommended for those who are looking to learn complete digital marketing.

10000+ HAPPY TRAINEES



Pankaj Dhingra

It Was An Awesome Experience Learning From ETI. All Members Of ETI Are Very Helpful In Every Aspect And Really Got To Understand In Depth Knowledge Of Each Module.



Sarabjeet Singh

ETI is an excellent institute for understanding and making career in digital marketing. The way of teaching at ETI is very comfortable and enjoyable at the same time. It also guided me the path to make my career in digital marketing.



Neha Gupta

My experience with ETI, is an incredible one. Being an entrepreneur learning digital marketing from Expert Training Institute enhances my knowledge and skill to compete in the market, on a digital platform. It helps me to create my online presence. Must recommend for everyone.



Saddam Idrishi

Udit Sir Is very good. It was an awesome experience by learning SEO, I recommend the institute.



Surya Bhan

I found this institute very supportive and faculty is very Good. I must say that everybody should join ETI without any doubt...



Saksham Dhingra

I must suggest you to go to Expert Training Institute for Digital Marketing course. Flexible batches, Good environment. Faculty is good and supportive.



Aasis Gandhi

Had an amazing experience learning at Expert Training Institute. Sir has advance knowledge about the course and is quick in handling queries. Had a professional training, giving my career a new height.



Varsha Sharma

I had tried attending demo and counselling at multiple institutes before and selected Expert Training Institute as it is one of the best out of the lot. Excellent study materials, in time and useful assignments.



Divyansh malik

Happy to have been guided by Mr. Udit, a master in the subject of Digital Marketing. The knowledge that he shares through his training courses are kind of live and in sync with the changes that keep happening in the web space. And above all, the saying - Practice what you preach, is being followed by his academy.



Rahul Arora

It's a perfect place to get trained in digital marketing... As they gave theoretical n practical knowledge in perfect blend all the faculties are always there to help. Internship is cherry on top.



Rohit Tyagi

My friend suggested me to join in this institute. That time he said one thing to me is "GOOD INSTITUTE WITH BEST FACULTY". Yes, that's true. Expert Training Institute is good institute for digital marketing course.



Ikshith Chhabra

It's a perfect organisation to learn Digital Marketing. You will learn lot of concepts apart from normal course also. You have lot of options in this, we can select what's our passion is and move forward in this. Regular support is provided by them whenever wherever you are stuck.



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you started straight away”

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