

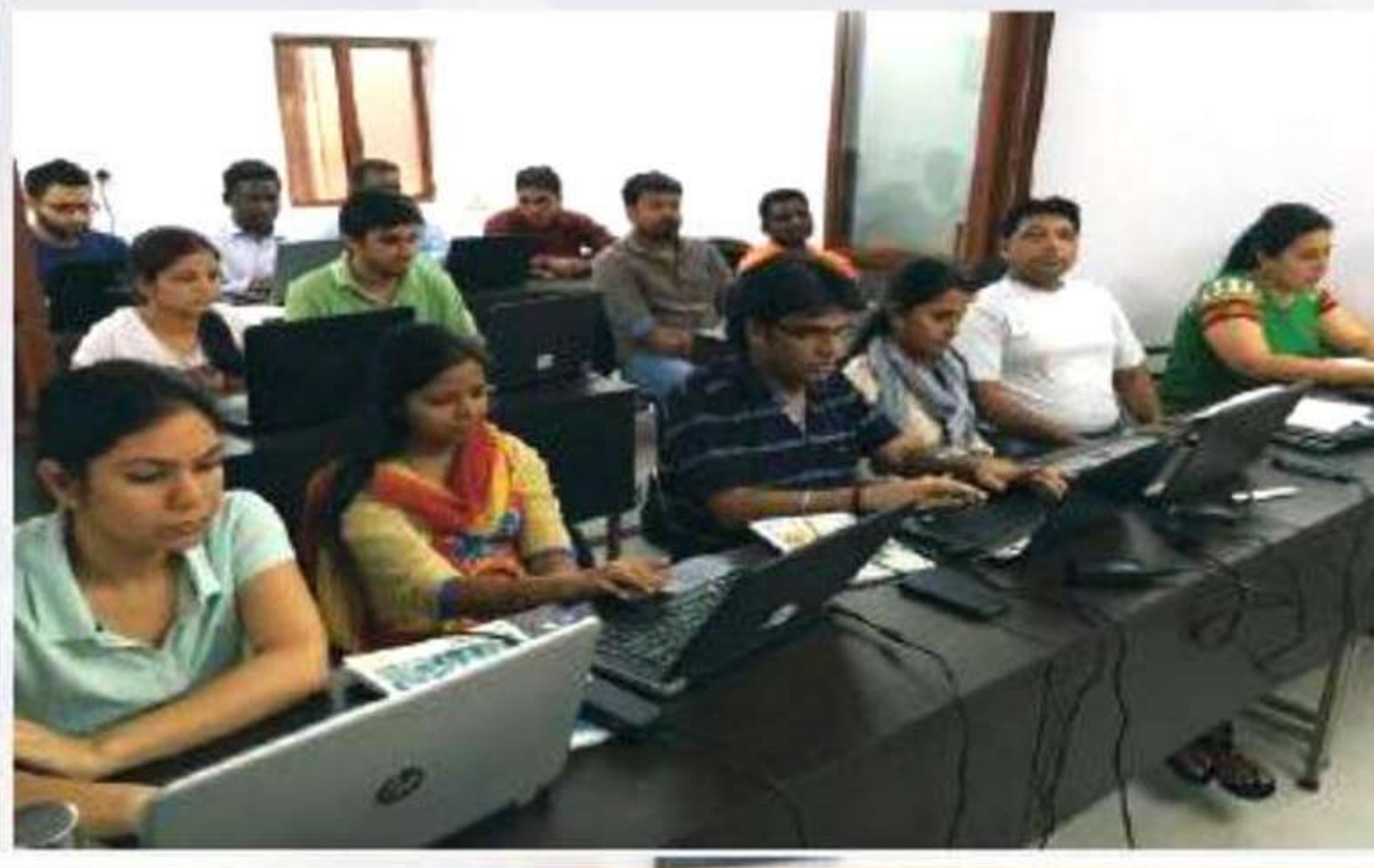


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INSTITUTE**

**ADVANCE
DIGITAL MARKETING
COURSE**

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

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TO
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RISHABH SHARMA

SEO & PPC is the first ever course related to digital marketing which I am learning. After watching few videos I am sure this course is full of information, Most importantly this course is available at a very low price. All you need to do is invest your quality time and learn thoroughly. Highly recommended.



SONAM KHANNA

Incredible, Mr. Udit! Hats off to your dedication of teaching and sharing such a vast knowledge about SEO & PPC, that too at a very low price. I gained lot of knowledge on different aspects and hope to use it fully and give justice to your teaching. Good luck and God bless you always



VIDHAN JAIN

If you are new and seeking for a valuable SEO+PPC Combo course then you must start your journey of learning with DigitalUdit. They provide a full-fledged course of 50+ hours with real/live examples. Best choice



BHANU PATHANIA

It has been wonderful undertaking the Digital marketing course with Expert Training Institute, the journey has been seamless with the ETI Team support which has given me a great insight into Digital Marketing. I would thank the ETI team for extending all their support.



JATIN BHARDWAJ

DigitalUdit is an excellent platform to learn about PPC in depth. The learning pattern is best when compared to others. It's my pleasure to learn from you. All training videos are easy to understand and informative. I would recommend this course of 20+ hours with 40 videos, 15+ PPTS to all.



MANSI SINGH

I have subscribed for the SEO course by DigitalUdit. This course consists of 187 videos with comprehensive content designed in a structured manner. Udit Sir has used live examples and made it easier to understand and learn. The course is available at a very reasonable price so you don't need to go anywhere else.



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RAMAN KUMAR

PPC is the first-ever course related to digital marketing that I am learning. After watching few videos I am sure this PPC Video Course is full of information. Most importantly this course is available at a very low price. All you need to do is invest your quality time and learn thoroughly. Highly recommended.



KHUSHBOO SHOKEEN

Udit Sir's way of teaching SEO course is excellent and simple to understand. Initially, I was hesitant to join as it was not a live session. I went through the videos and they are so informative. It is a step by step learning with 187 videos, practical examples, 15+ PPTs. You will experience a sign of relief as the course is pocket friendly.



RAJESH VERMA

Just completed the program and I really liked the subject and wealth of knowledge extended to our morning batch by Uditji -a top class trainer who possess practice knowledge about this industry. Excited to undergo for an internship in some key areas in coming days!!!



BHANU PATHANIA

Udit sir provide good practical exposure in digital marketing. Their practical training helps in better understanding of requirements of the market trends and professional practices.



SUBHASH PAUL

Where many other trainers are charging high for SEO+PPC Combo course, DigitalUdit has introduced a SEO+PPC program for Rs.599. It has 236 videos of 50+ hours, 50+PPTs. DigitalUdit is the best platform for learning at a reasonable cost. Thank you so much.



KANIKA ARORA

Thank You Udit Sir for helping me to learn SEO & PPC. Your teaching method is very impressive and satisfactory. I learned very useful contents of SEO & PPC by going through your detailed online course of 236 videos. Udit Sire used practical/live examples which helps us to understand each and everything.



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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



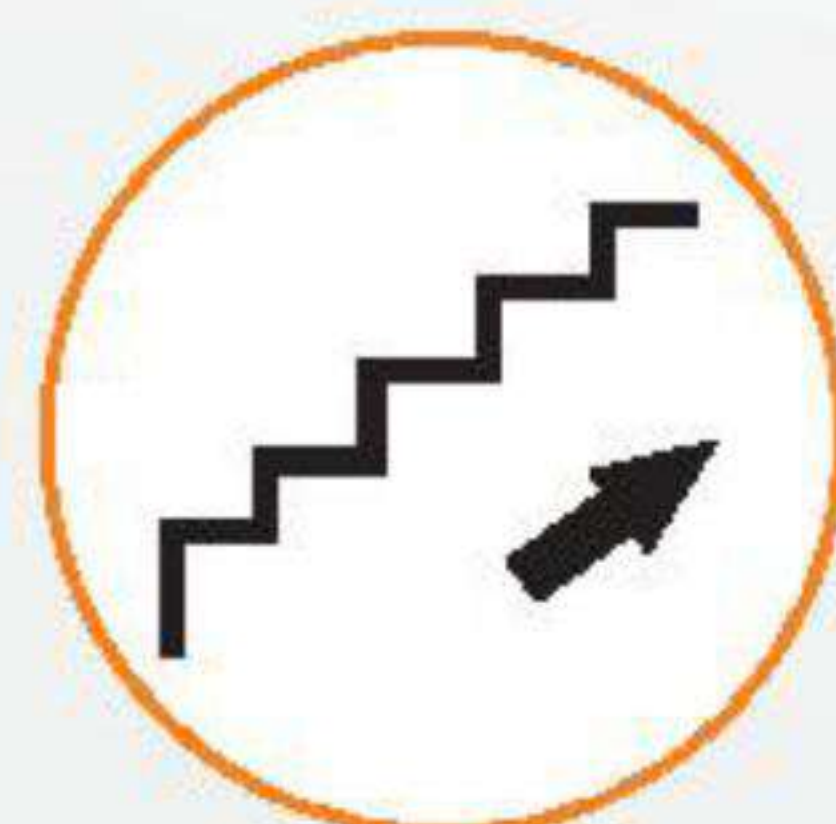
Live Projects
Experience



Lifetime Query
Assistance



Free Tools
& Softwares



Simple Step By
Step Process



Flexible Process
Fits Your Schedule



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Digital Marketing Course

DIGITAL MARKETING
OVERVIEW

01

02

WEBSITE
OVERVIEW

HOW TO CHOOSE
DOMAIN NAME ?

03

04

HOW TO CHOOSE
WEB HOSTING ?

BUY
DOMAIN HOSTING

05

06

WORDPRESS
INSTALLATION

WORDPRESS
BLOG WEBSITE

07

08

WORDPRESS
BUSINESS WEBSITE

WORDPRESS
E-COMMERCE WEBSITE

09



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SEO Course

SEO
INTRODUCTION

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KEYWORD RESEARCH
SELECTION & PLACEMENT

ADVANCE
ON-PAGE SEO

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PAGE SPEED
OPTIMIZATION

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GOOGLE SEARCH
CONSOLE

GOOGLE
RECOVER PENALTY

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SEO Course

ADVANCE
OFF-PAGE SEO

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SEO
ALGORITHM

GOOGLE
RANKING FACTORS

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BLACK HAT
SEO

SEO TERMS

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GOOGLE
LOCAL LISTING

INTERNATIONAL
SEO

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BING WEBMASTER
TOOLS



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PPC COURSE

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REMARKETING

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BID ADJUSTMENT

SEARCH ADS
EXTENSIONS

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PPC Course

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GOOGLE ADS
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SMO Course

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FACEBOOK PAGE CREATION
& ADS INTRO

FACEBOOK ADS

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FACEBOOK CONVERSION
& REMARKETING

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LINKEDIN ADS

PINTEREST MARKETING

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INSTAGRAM MARKETING



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DIGITAL MARKETING COURSE

TWITTER MARKETING

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YOUTUBE MARKETING -
YOUTUBE CHANNEL CREATION
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WHATSAPP MARKETING

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AFFILIATE MARKETING

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DIGITAL MARKETING COURSE

MEDIA BUYING

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GUERILLA
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MONETIZING YOUR
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SELLER CENTRAL

INVENTORY MANAGEMENT
& BULK 65. LISTING

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& APPROVALS

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Digital Marketing Course

AMAZON BRANDED
PACKAGING

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PROCESSING SELF
SHIP ORDERS

PROCESSING EASY
SHIP ORDERS

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SELLER FULFILLED
PRIME

BUYER INITIATED ORDER
CANCELLATION

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SELLER INITIATED ORDER
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Digital Marketing COURSE

BUY BOX
OVERVIEW

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WINNING THE
BUY BOX

CREATE LIGHTNING DEALS
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INTRO TO AUTOMATE
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CREATING A PRICING
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SALES BASED PRICING
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PRICING
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PRODUCTS

CREATE CAMPAIGN &
AD GROUPS

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FULFILLMENT BY
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LATE SHIPMENT
RATE

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CANCELLATION
RATE

WRITING A PLAN OF
ACTION (POA)

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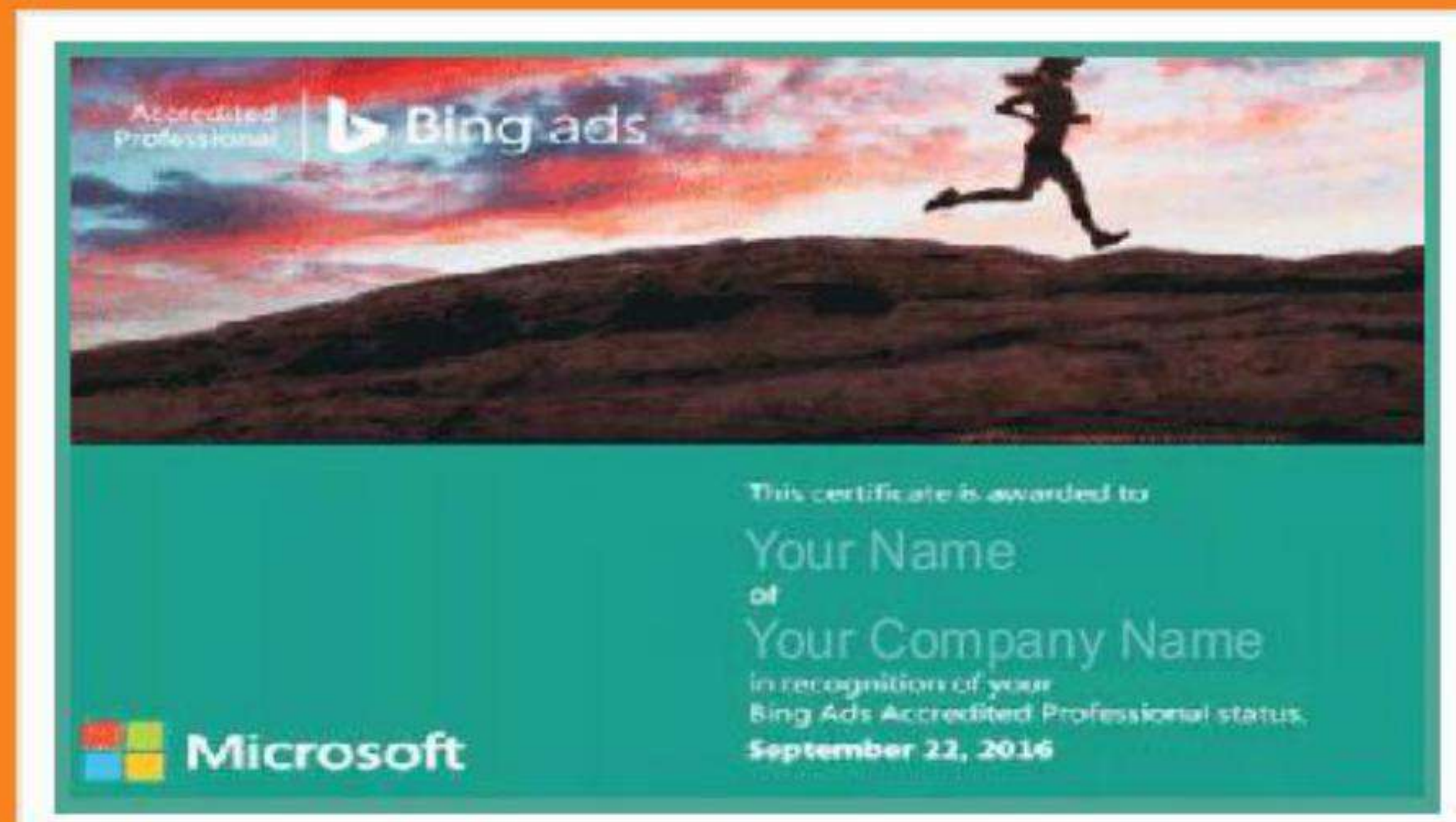
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Benefits/Scope Of Digital Marketing

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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TRAINEES PLACED



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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you started straight away”

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