



**BROWSEJOBS**



# Digital Marketing Course

**Enroll Now**



## What is Digital Marketing?

Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the Internet and other forms of digital communication. It can take many forms, including online video, display ads, search engine marketing, paid social ads, and Email Marketing.

## Why Should You Learn Digital Marketing?

- Easy to Start Career
- High Demand for Digital Marketers
- Attractive Salary Package
- Build Your Brand
- Start Your Own Business
- Flexible Working Environment
- Multiple Career Options
- Reaching Global Markets
- Affordable & Cost-Effective
- Digital Marketing Connects with Mobile Customers

# Who should Learn Digital Marketing?



**MARKETING/  
SALES  
PROFESSIONAL**



**BUSINESS  
OWNER**



**LOOKING  
TO SWITCH  
CAREER**



**PM Modi gives a Rise to Digital  
Media Jobs & Business  
Opportunities**



# A Brief About Browsejobs

We are Browsejobs, an award-winning digital consulting firm, globally recognized for our exceptional service in the field of artificial intelligence (AI), data science, and software development. With roots dating back to 2013 in London, we are known for providing state-of-the-art technology solutions that drive business performance and enable future readiness. We expanded our operations to India in 2020 and have since been voted the Most Trusted Consulting Firm in India in 2023.

Our mission is to empower individuals with the required technical skills and soft skills, fostering innovation and creating a highly competent tech workforce and products.



A hand is holding a black tablet against a wooden background. The tablet screen shows the words "DIGITAL MARKETING" in large, bold, yellow capital letters. Below the text are several white hand-drawn icons: a sign that says "open", a storefront with a striped awning, the text "24/7", a dollar sign, an "@" symbol, a speech bubble, a thumbs up icon, a "Sale!" sign, and a document icon.

# DIGITAL MARKETING

# DIGITAL MARKETING COURSE CURRICULUM

# Course Curriculum

## Module 1

### Digital Marketing Course

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

## Module 2

### Search Engine Basics

- What is Search Engine?
- How Search Engine Works?
- Why Digital Marketing?
- Types of Search Engines
- What is Spiders?g
- What is crawling?
- What is Indexing?
- Cache Date
- How to check Cache Date?

## Module 3

### Google Algorithm

- Google Panda
- Google Penguin
- Google Humming Bird
- Mobilegeddon (Google Mobile Friendly Update)
- Google EMD (Exact Match Domain)
- PR
- Google Pigeon
- Google Rank Brain
- Google Possum
- Google Fred

## Module 4

### Domain Hosting

- Domain names and extensions
- What is web server and web hosting?
- How to book a domain?
- How to book a hosting?

## Module 5

### 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

## Module 6

### SEO (Off-Page)

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

# Course Curriculum

## Module 7

### SEO (On-page)

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

## Module 8

### Local SEO

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

## Module 9

### SEO Concepts

- Introduction to search engine optimization
- Keyword Density
- What is Bounce Rate?
- Keyword Research, Keyword Analysis
- Sandbox Effect
- 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?
- What is Inbound Links?
- What is Outbound Links?
- What is Link Building?
- What is Link Farming?

## Module 10

### Measure to change Black Hat SEO

- Black Hat SEO
- Try to avoid Grey Hat SEO
- Exact-match Anchor text
- Keyword Stuffing
- Spam comments
- Duplicate content and cloaking
- Unnatural links
- Domain and Keyword Cloaking
- Intrusive Interstitial Ads
- 3rd party "Paid" links
- Article spinners
- Automated link building
- Doorway Page, bots, spam, Link Baiting
- Link and article directories
- Duplicate Content and Cloaking
- Paid / spam blogging



# Course Curriculum

## Module 11

### Content Marketing

- Introduction to Content Marketing
- What Is Content Marketing
- Objective Of Content Marketing
- Content Marketing 7 Step Strategy Building Process
- 18 Types Of Content With Examples
- How To Write Great Compelling Content?
- Keyword Research For Content Ideas
- Optimizing Content For Search Engines
- What is Authority Blog?
- How To Market Your Content?

## Module 12

### Google Search Console

- Setup Google webmaster Tool
- Link Google webmaster tool with Website
- Creating Dashboard of Google webmaster Tool
- Understanding Search Appearance
- Structured Data
- Rich Cards
- Data Highlighter
- HTML Improvements
- Accelerated Mobile Pages
- Search Traffic
- Search Analytics
- Links to your Site
- Internal Links
- Manual Actions
- International Targeting
- Mobile Usability
- Google Index
- Index Status
- Blocked Resources
- Remove URLs
- Crawl
- Crawl Errors
- Crawl Stats
- Robots.txt Tester

## Module 13

### SEO Tools

- SEO site checkup tool
- Alexa Rank
- Woorank
- Broken link checker
- XML sitemap generator tool
- Whois.com
- Website speed checker tool
- NP website analysis tool
- Competitor analysis tool
- Mobile responsiveness checker tool
- Google adword keyword planner
- Back link checker tool

## Module 14

### Web Analytics

- Understanding Internet
- Difference between Web and Internet
- Website understanding
- Domain names and extensions
- What is webserver and web hosting?
- Different Types of website
- Website wireframe and architecture
- Basics of developing and designing a website
- Usability & user experience of a website
- Why to say yes to responsive website



# Course Curriculum

## Module 15

### Social Media Marketing

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

### Facebook Promotion

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

### Linkedin Promotion

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

### Twitter Promotion

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

## Module 16

### Google Analytics

- What is Analytics?
- Importance of Analytics for Business
- Introduction to Google Analytics
- Installing Analytics code in site
- Analytics account structure
- Setup Google Analytics Account
- Settings in Analytics
- Understanding Bounce Rate?
- What is mean by Real Time in Analytics?
- What is Audience? How to check the statistics?
- Sessions
- Users
- Page views
- Page/ session
- Session Duration
- Bounce Rate
- New sessions
- What are Demographics in Google Analytics Account?
- What is Language in Google Analytics Account?
- What is System and Mobile in Google analytics in Account?
- How to check user flow in Google Analytics?
- What is ACQUISITION in Google Analytics?
- How do you measure ACQUISITION?
- Search Console at a Glance in Analytics tool

# Our Students Speak For Us!



Nisha



"I learned Digital Marketing out of curiosity. But now I am aware of how small businesses become big brands. I will use it for my home bakery, grow my business and reach more people."



Nikhil



"Browsejobs Digital Marketing Training is designed in such a way that you get interest in each subject. The teachers are very good and they have deep knowledge. They solve all your doubts and teach you two extra things to help you in learning better."



Rishab



"I obtained valuable Digital Marketing techniques, thanks to perfect sessions, I had a great experience with faculty & administration. My learning was accomplished on time and I recommend this institute to everyone for digital marketing course"



Rohit



"I joined digital marketing training because I wanted to market my own start-up. I wanted to learn to do it more efficiently. I loved the training I think everyone who wants to market their brand or even build more engagement online should join Browsejobs."



Vishi



"Browsejobs is best for digital marketing. I am running my own business and for digital marketing, I learned digital marketing form here."

# Industry-Recognized Certification

Become a Certified Digital Marketer



# Contact Us



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