



# Online Digital Marketing Certified Course on Live Projects by Real Time Experts..!!



# MEET OUR CERTIFIED TRAINER

## Mr. RAVINDAR RAMAGIRI

Mr. Ravindar has more than 15+years of experience in the Digital Media as real time employee, trainer and mentor in various re-

puted organizations worked in various domains and projects. He is a certified professional in Digital Marketing and leading online trainer in HYDERABAD. He is giving real time scenarios and live hands on Digital Marketing Services. Mr. Ravindar is an excellent trainer in Digital Marketing, SEO, SEM, SMO, SMM, Local SEO, YouTube Marketing, Google Analytics, Google Search Console, Google Tag Manager, Lead Generation and Branding Creation.

### Mission

To provide flexibility, convenience and competency by offering testing training through, online & corporate training method.

### Vision

To offer the best, accessible and affordable testing training programs to IT aspirants and professionals in India, US, Canada, UK, Australia and Arabic countries.

## WE AIM TO ACHIEVE?

- ✓ To make testing training and testing education accessible, and affordable to all.
- ✓ To bridge the gap between demand and supply of software testing professionals in the IT industry, India and abroad.
- ✓ To offer the best-in-the-class and affordable software testing training programs.
- ✓ To relay and share the testing knowledge gained by the trainers during their work on testing projects across platforms and software.
- ✓ To create, nurture and strengthen software testing training in India and abroad.
- ✓ To promote discussion and debate on all issues relating to testing, theory and practice.
- ✓ To foster a community of testers, local, national and international for mutual benefit and progress.
- ✓ To seek and publish jobs and opportunities in the domain of software testing and testing training.
- ✓ To establish a benchmark for quality testing training





# Online Digital Marketing Certified Course on Live Projects by Real Time Experts...!!

## Module 1: Digital Marketing

- ✓ What is Marketing?
- ✓ How we do Marketing?
- ✓ What is Digital Marketing?
- ✓ Benefits of Digital marketing
- ✓ Digital marketing platforms
- ✓ Traditional Vs. Digital Marketing
- ✓ Defining Marketing Goals
- ✓ Latest Digital marketing trends
- ✓ Case studies Digital Campaigns



## Module 2: Web Design with Wordpress

- ✓ What is Website?
- ✓ What is Domain Name?
- ✓ Types of Domains
- ✓ Domain name suggestions
- ✓ Premium Domains
- ✓ Register a Domain Name
- ✓ Web Hosting Concepts
- ✓ Domain/Hosting Business
- ✓ Types of Websites
- ✓ HTML, CSS and Javascript
- ✓ Popular CMS
- ✓ What is WordPress
- ✓ Benefits of using WP
- ✓ WordPress Installation
- ✓ Admin Interface Basics
- ✓ Default Settings in WP
- ✓ Types of Themes



- ✓ Theme Settings, Customization
- ✓ Managing Themes
- ✓ Content management in WP
- ✓ Categories, Tags and Posts
- ✓ Pages and Sub Pages
- ✓ Custom Content Types
- ✓ Adding a menu to the website
- ✓ Plugins and Widgets
- ✓ Using Plugins in Site
- ✓ Adding widgets to the website
- ✓ The Best Plugins in WP
- ✓ Practical WordPress Project Example



## Module 3: Search Engine Optimization (SEO)

- ✓ UNDERSTANDING SEO
  - ▶ Fundamentals of SEO
  - ▶ How the search engine works?
  - ▶ Components of Search Engines
  - ▶ Google Algorithms
  - ▶ Google Results Page
  - ▶ Major/Minor Algorithm Updates
  - ▶ Panda, Penguin, Rank Brain
  - ▶ Medic, BRET, Core Update 2023
  - ▶ Recent Changes in Search Algorithms
- ✓ KEYWORD SEARCH/COMPETITION
  - ▶ Introduction Keyword Research
  - ▶ Types of Keywords
  - ▶ Keyword Research Methodology
  - ▶ Business Analysis
  - ▶ Product/Services Categorization



- ▶ Google Keyword Planner Tool
- ▶ In-depth Analysis with Keyword Planner
- ▶ Other Keyword Tools
- ▶ Competition Analysis
- ▶ Manual Competition Analysis
- ▶ Paid Competition Analysis tools
- ▶ Finalizing the Keywords List



## ✓ ON-PAGE OPTIMIZATION

- ▶ Introduction to On-page
- ▶ On-page Analysis Methodology
- ▶ Fundamental On-page Factors
- ▶ Domain name in SEO
- ▶ Importance of HTTPS
- ▶ URL Optimization
- ▶ Title Tag Optimization
- ▶ Meta Tags Optimization
- ▶ Content Optimization
- ▶ Heading Optimization
- ▶ Internal Links
- ▶ Image Optimization
- ▶ Social Signals & Footer



## ✓ TECHNICAL ON-PAGE SEO

- ▶ Website Speed Optimization
- ▶ Speed Analysis Tools
- ▶ Sitemaps Generation
- ▶ Robots.txt File
- ▶ URL Redirecting Techniques
- ▶ Canonical Links
- ▶ Rich Snippets
- ▶ New Updates in On-page





## GOOGLE SEARCH CONSOLE

- ▶ What is Search Console
- ▶ Features of Search Console
- ▶ Site Verification Process
- ▶ Location Targetting
- ▶ Search Performance Tool
- ▶ Link Analysis Tool
- ▶ Manual Actions
- ▶ Sitemaps Tool
- ▶ Fetch as Google Tool
- ▶ Crawl Errors Analysis
- ▶ Latest updates on Search Console



## OFF-PAGE OPTIMIZATION

- ▶ Introduction to Off-page (Link Building)
- ▶ Link Building Guidelines
- ▶ Types of Backlinks.
- ▶ Link Analysis Tools
- ▶ Directory Submissions
- ▶ Local Business Submission
- ▶ Classified Posting
- ▶ Q & A Backlinks
- ▶ Blogging & Blog Comments
- ▶ Guest Blogging
- ▶ Press Release
- ▶ Document Sharing
- ▶ Other Advanced Strategies



## LOCAL SEO

- ▶ What is Local SEO?
- ▶ Importance of Local SEO
- ▶ Submission - Google My Business
- ▶ Optimizing the GMB Profile
- ▶ Local SEO Ranking Signals
- ▶ Local SEO Negative Signals
- ▶ Citations & Local Submissions
- ▶ Google My Business Analytics



## ✓ ALGORITHM RECOVERY PROCESS

- ▶ Types of Penalties
- ▶ Manual Actions
- ▶ Apply for Reconsideration
- ▶ Algorithm Update Recovery Method
- ▶ Compare the Before/After date
- ▶ Panda recovery process
- ▶ Penguin recovery process
- ▶ Mobile friendly update
- ▶ How to use Disavow Tool



## Module 4: Google Ads (Pay Per Click)

- ✓ Introduction to Paid Advertising
- ✓ Google Ads Account setup
- ✓ Interface Tour and Billing Settings
- ✓ Account Structure
- ✓ PPC Campaign Settings
- ✓ Ad Group setup
- ✓ Keyword Match Types
- ✓ Keyword Research Tools
- ✓ Ad Formats & Guidelines
- ✓ Ad Extensions
- ✓ Understanding Ad Auction
- ✓ What is Quality Score
- ✓ Factors to improve Quality Score
- ✓ Actual CPC Calculation
- ✓ Types of CPC's
- ✓ Bidding strategies
- ✓ What is Conversion?
- ✓ Implementing conversion tracking
- ✓ Calculating ROI
- ✓ What is DSA?
- ✓ Create a DSA Campaign?
- ✓ Segments and Filters
- ✓ Search Terms and Ad Auctions
- ✓ Customization Tools
- ✓ Generating Reports





## GOOGLE ADS EXPRESS

- ▶ What is Ads Express (Smart Campaign)
- ▶ Benefits of Smart Campaign
- ▶ Creating Campaign for Local Results
- ▶ Bidding & Budget Setup
- ▶ Ad Creation
- ▶ Reports



## Module 5: Display Ads & Remarketing

### DISPLAY ADS

- ▶ What is Display Advertising
- ▶ How Display Ads Work
- ▶ Creating a Display Campaign
- ▶ Bidding Strategies
- ▶ Targeting Option in Display Network
- ▶ Exclusion options
- ▶ Ad Formats and Sizes
- ▶ Conversion Tracking
- ▶ Display campaign reporting

### REMARKETING

- ▶ What is Remarketing?
- ▶ Benefits of Remarketing Strategy
- ▶ Types of Remarketing Audience
- ▶ Building Remarketing List
- ▶ Building Custom Audience List
- ▶ Creating Remarketing Campaign
- ▶ Remarketing Ads Design
- ▶ Dynamic Ads
- ▶ Remarketing Lists for Search Ads (RLSA)



## Module 6: Mobile Marketing

- ✓ State of Mobile Usage
- ✓ Benefits of Mobile Marketing
- ✓ Mobile Marketing Goals
- ✓ App Creation Strategy
- ✓ App Optimization Service (AOS)
- ✓ Universal App Campaign
- ✓ Call Only Campaign
- ✓ Conversion Tracking
- ✓ Reporting in Mobile Ads



## Module 7: Video Marketing (Youtube Ads)

- ✓ Importance Of Video Marketing
- ✓ Types Of Youtube Ads
- ✓ Location Targeting
- ✓ Bidding Strategies
- ✓ Automatic Targeting
- ✓ Adgroups Setup
- ✓ Targeting Options In Video Ads
- ✓ Types Of Ad Formats
- ✓ Ads Cost Options
- ✓ Measuring The Results Of Campaign
- ✓ Conversion Tracking
- ✓ ADVANCED FEATURES
  - ▶ Google Account Access
  - ▶ Access Levels
  - ▶ My Client Centre (MCC)
  - ▶ Google Ads Editor
  - ▶ Export / Import Details
  - ▶ Shared Library Features



## Module 8: Google Ads Certifications

- ✓ Types of Certification
- ✓ Google Ads Individual Certification
- ✓ Register on Academy for Ads
- ✓ 6 Certification Exams
- ✓ Mock Exam Preparation
- ✓ Google Partner Certificate
- ✓ Eligibility Criteria for Partner Exam
- ✓ Register as Google Partner
- ✓ INTRODUCTION TO BING
  - ▶ Introduction to Bing Ads
  - ▶ Creating Bing Ads Account
  - ▶ Bing Ads Campaign
  - ▶ Exporting the Campaigns
  - ▶ Generating Reports
  - ▶ Bing Ads Certification



## Module 9: Social Media Marketing

### ✓ INTRODUCTION TO SMM

- ▶ What is Social Media?
- ▶ Benefits of using SMM
- ▶ Social Media Statistics
- ▶ Goals of Social Media Marketing

### ✓ FACEBOOK MARKETING

- ▶ Types of Facebook Account
- ▶ Personal Account Setup
- ▶ Facebook business page setup
- ▶ Types of Business pages
- ▶ Cover Photo/Video Design
- ▶ Page Settings & Options
- ▶ How to Increase Facebook Likes
- ▶ Facebook Content Strategy
- ▶ Types of Posts and Statistics
- ▶ Examples of Creative Posts
- ▶ Designing FB Posts
- ▶ User engagement metrics
- ▶ Facebook Insights
- ▶ Facebook Groups
- ▶ Facebook Apps

### ✓ FACEBOOK ADVERTISING

- ▶ What are Facebook Ads
- ▶ Types of Objectives
- ▶ Popular Ads Campaigns
- ▶ Defining Target Audience
- ▶ Types of Targeting
- ▶ Bidding & Budget Settings





- ▶ Types of Ads
- ▶ Designing FB Ads
- ▶ Setup of Facebook Pixel
- ▶ Conversion Tracking Pixel
- ▶ Remarketing Strategy
- ▶ Reports & Analytics

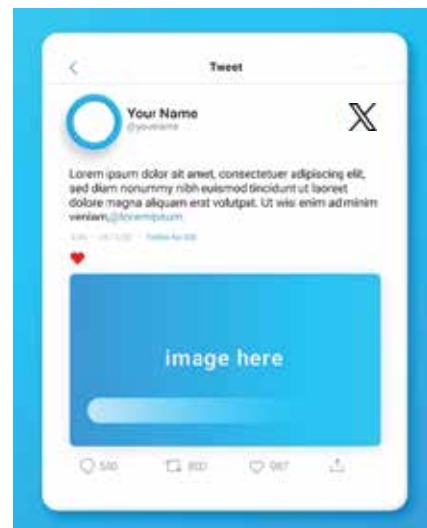
#### ✓ TWITTER ADVERTISING:

- ▶ What is Twitter?
- ▶ Benefits of Twitter
- ▶ How brands use Twitter
- ▶ Customizing the profile
- ▶ Profile Photo & Header Image
- ▶ Types of Tweets
- ▶ Content strategy for Twitter
- ▶ How to increase Followers
- ▶ Post your First Tweet
- ▶ Analysis of Big Brands
- ▶ What is HashTag?
- ▶ Hashtags and its uses
- ▶ How to use Trending #Tags
- ▶ Tools for Twitter marketing
- ▶ Twitter Analytics



#### ✓ TWITTER ADS:

- ▶ Setup Twitter Ads Account
- ▶ Types, Create your & Followers Campaign
- ▶ Traffic & Conversion Campaign
- ▶ Targeting Options • Bidding & Budget
- ▶ Twitter Ad Format
- ▶ Image Ads • Video Ads • Twitter Cards
- ▶ Conversion Tracking
- ▶ Measuring Results (KPI's)
- ▶ Remarketing Strategy
- ▶ Targetting Remarketing Audience



## ✓ YOUTUBE MARKETING

- ▶ What is Video Marketing
- ▶ Statistics of Video Marketing
- ▶ Creating Channel in YouTube
- ▶ Customizing the YouTube Channel
- ▶ Types of Video Formats
- ▶ Create video marketing strategy
- ▶ Upload the First Video
- ▶ Video Optimizing Tips
- ▶ Video Settings
- ▶ Cards, End Screens & Sub Titles
- ▶ How to use Playlists
- ▶ YouTube Creator Studio
- ▶ Features of Creator Studio
- ▶ YouTube Analytics
- ▶ Increasing Subscribers
- ▶ Understanding copyrights and spam



## ✓ LINKEDIN MARKETING

- ▶ What is LinkedIn?
- ▶ Benefits of LinkedIn Network
- ▶ Create a LinkedIn profile
- ▶ Optimizing the profile
- ▶ Skills and Endorsements
- ▶ Creating new connections
- ▶ Posting content in profile
- ▶ LinkedIn Groups
- ▶ Finding Jobs on LinkedIn
- ▶ Creating company page
- ▶ Customization of page
- ▶ Posting on LinkedIn Page



✓ **LINKEDIN ADS**

- ▶ Why LinkedIn Ads
- ▶ Types of Campaigns
- ▶ Creating a Campaign
- ▶ Bidding & Budget
- ▶ Target Audience Settings
- ▶ Types of Ads
- ▶ Leads Generation Campaign



✓ **INSTAGRAM MARKETING**

- ▶ What is Instagram
- ▶ Instagram statistics
- ▶ How Brands use Instagram
- ▶ Creating Instagram Account
- ▶ Types of Instagram Accounts
- ▶ Linking Instagram with Facebook
- ▶ Tour of Instagram App
- ▶ What works in Instagram
- ▶ Types of Content (Posts & Stories)
- ▶ Post Designing Tools
- ▶ Stories & Highlights
- ▶ Importance of Hashtags
- ▶ How to use Hashtags
- ▶ Popular Tools for Instagram
- ▶ Engagement Metrics
- ▶ Instagram Analytics
- ▶ Instagram Ads
- ▶ Types of Campaign
- ▶ Creating your Campaign
- ▶ Measuring Results





## Module 10: More about Placements\*\*\*

- ✓ Resume preparation
- ✓ Mock Interviews
- ✓ Interview Tips & Tricks
- ✓ How to fill academic and professional gap
- ✓ Placement Assistance \*\*
- ✓ Cracking Interview

## Our Trainees are successfully placed in



## What people say

"He understood my testing training needs, and suggested a custom online training program. The fee was very nominal, when compared to other testing training institutions. I am half way on my completion of the SAP Testing program, and hope to complete the program this Summer end. I sincerely acknowledge the ready-to-help nature of the knowledgeable staff there. I wish the best to Dinesh sir and the staff at QA Training Hub."

Sheetal - Mumbai West, Maharashtra - ★★★★★

"I started Googling for testing trainers in different metros of India. I found QA Training Hub, which is based in Hyderabad. Wonderfully, they were offering online programs in testing tools. I suggested to my daughter to give a try, she did promptly. It was really unexpected for her and me. In the first session itself, which was more in the nature of a demo, her doubts and questions were answered by Dineshji. He and his trainers are the best lot, my daughter says. It is nice that we got a good institution and a knowledgeable teacher to guide my daughter in testing tools. Best wishes to the team at QA Training Hub."

Dr Ravi - New Mogul Apartments, Lucknow (Main) UP - ★★★★★

"We met him at their Hyderabad premises, he noted our testing needs and their critical role in achieving project completion. He made an evaluation of our testing process, and the competencies of our testing staff. He suggested us a custom corporate training program, which was to be held in-house. Dinesh was very kind enough to visit the premises and train our staff in the details of testing tools. Now, our staff is much better than they were before. We wish Dinesh and his team at QA Training Hub the very best in all their testing training endeavours."

Rajesh - Ven Star Solutions Pvt Ltd, Bangalore, Karnataka - ★★★★★



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