Rank Keywords Marketing Group

DIGITAL MARKETING TRAINING, KANPUR

Rank Keywords Marketing Group

www.rankkeywords.in   512-4025333

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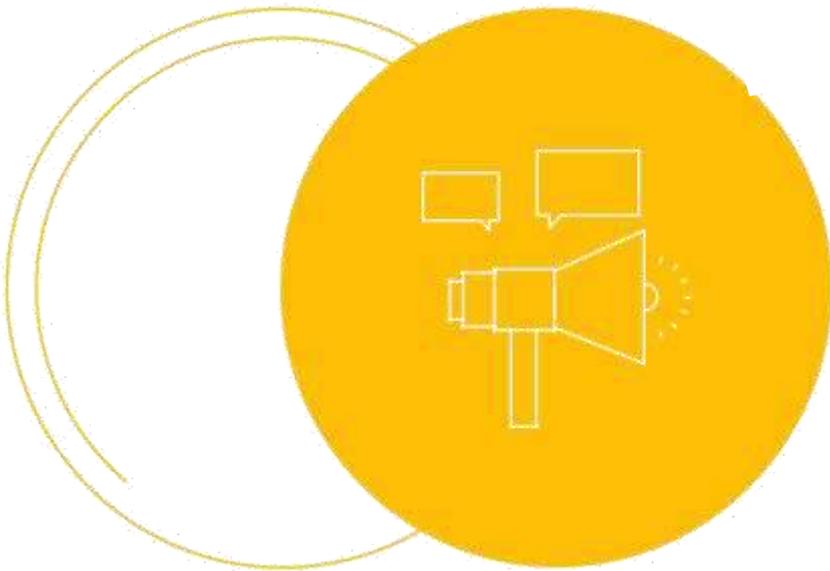**1 Course**

5 Certificates

100% Placement Assistance

About the course

The Digital Marketing Training Program is designed by the industry experts. You will get Hands-on learning with live projects and simulation exams. With the complements of world-class course content in Blogging, PPC, Social Media, and Web Analytics.

About the Digital Marketing

Digital Marketing is the one of fastest growing industries in India. In Digital Marketing you will learn how to create ads for YouTube, Social Media, Google and many other platforms. As well as you will learn about various tools & techniques like SEO, Google Analytics, AdWords, Blogging etc.

According to survey of Times of India "There are around 13 lakh jobs in Digital Marketing by the year 2022". Using Digital Marketing you can also earn money online and grow your business.

Dainik Jagran

Times of India

WHO SHOULD ATTEND

- Students in under graduation courses or post graduation courses

- Entrepreneurs, Bloggers, YouTubers, Freelancers or have family business

- People looking for best future opportunities & hike in salary.

- Website developers & App developers

- Marketing & sales professionals

SALIENT FEATURES

Training classes by Google certified professionals

Moduleend classes by Top Digital Marketers of India

Certificate from Google and Facebook, 4 more certificates

Hands-on experience with 10+ real World projects

Rs. 5 lacs – Rs. 15 lacs Job offer

24 x 7 Support through Discussion Forum

Rs. 50,000+ Worth Digital Marketing Tools and books

Help in your blog, freelancing career, YouTube channel & app installs

WHAT OUR STUDENTS SAY ABOUT US

"In Rank Keywords, I get more than my expectations. Digital marketing expertise and dedication level of trainers is totally awesome."

Snigdha Tiwari

"This training is turning point of my life, Sir takes care of every student and tracks their pain & growth everyday."

Soumil Malhotra

Our training is recognised by the newspapers

"I'm getting the best quality of digital marketing knowledge here and world class frameworks and content."

Garima Bist

"The best thing in Rank Keywords is you can ask your queries 24/7. Best level of personal attention for every student."

Amar Gupta

Webinar by top digital marketers of India, USA and Malaysia

"Rank Keywords is the best institute to learn digital marketing. Here I get perfect leanings to become an entrepreneur."

M. Khizar

"I have learnt all the basics to advance of digital marketing and marketing with interesting case studies, framework and quizzes."
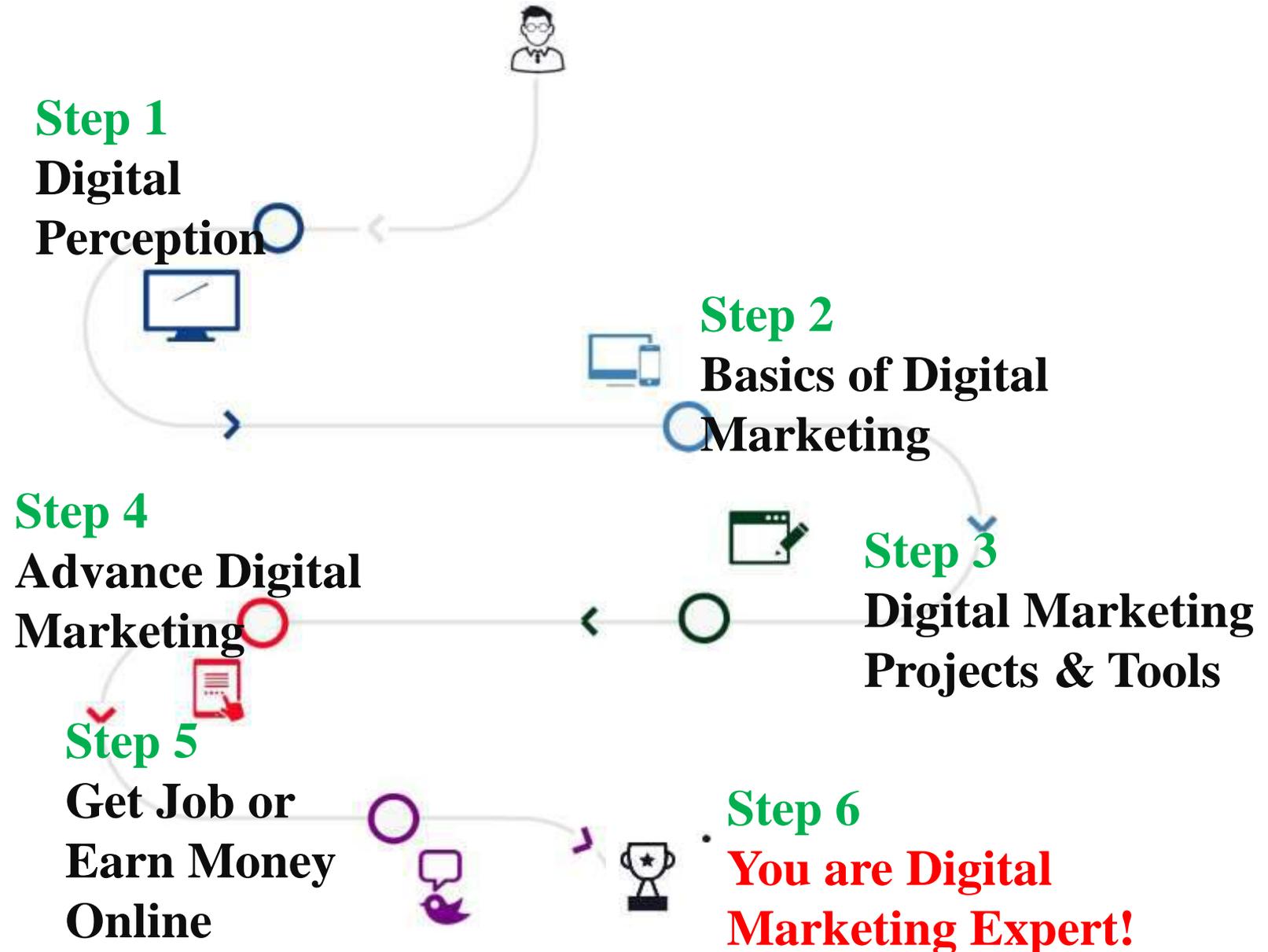
Varun Lalwani

Course Curriculum

105 Hours Training
200 Hours Practical
10+ Real-World Projects
23+ Top Case Studies
50+ Marketing Tools Experience
8 Quiz
2 Exams

Let's Learn Digital Marketing

Step 1
Digital
Perception

Step 2
Basics of Digital
Marketing

Step 4
Advance Digital
Marketing

Step 3
Digital Marketing
Projects & Tools

Step 5
Get Job or
Earn Money
Online

Step 6
You are Digital
Marketing Expert!

Module – 1

Introduction To Digital Marketing

1.1 Marketing Principles & Terminologies

1.2 Digital Marketing Basics

1.3 Digital Marketing Opportunities

1.4 Digital Marketing Vs. Traditional Marketing

1.5 Inbound & Outbound Marketing

1.6 Classroom Marketing Activities

1.7 Marketing Case Studies

Module – 2

Website Development

2.1 Basics of website development

2.2 WordPress basics and advance

2.3 UI/UX

2.4 Mobile Friendly Website

2.5 Your first website

2.6 Landing Pages Designs

2.7 Chat bots & Popups Integration

Module – 3

Search Engine Optimization (SEO)

3.1 Working of Search Engine

3.2 Google Search Algorithm

3.3 Keywords Types and Selection

3.4 On-page SEO (Basics+Advance)

3.5 Off-page SEO (Basics+Advance)

3.6 Local SEO & Google My Business

3.7 SEO Auditing & Tools

Module – 4

Web Analytics

4.1 Role of Analytics In Digital Marketing

4.2 Google Analytics

4.3 SEO Analytics & Reporting

4.4 Audience Behavior & Demographics Reporting

4.5 ROI & ROAS Based Analytics

4.6 Viral Content Analytics

4.7 UTM & Uses

4.8 Adobe Analytics - Site Catalyst

Module – 5

Content Writing & Marketing

5.1 Choosing Right Content Ideas

5.2 Crafting killer headlines

5.3 Structure & Types of Content

5.4 Grammar behind the Content

5.5 Storytelling & Copywriting

5.6 Content Distribution Strategy

5.7 Content Marketing Tools

Module – 6

Blogging & Google AdSense

6.1 Basics of blogging

6.2 Niche Selection Rules

6.3 Content Strategy

6.4 Traffic Sources & Strategy

6.5 Google AdSense

6.6 Other Ways To Monetization

6.7 Webinar by a top Blogger

Module – 7

Graphics Designing

Module – 8

Social Media Marketing

Module – 9

Freelancing

9.1 Golden Era of Freelancing

9.2 Success Factors In Freelancing

9.3 Various Platforms In Freelancing

9.4 Skills To Sale Your Services

9.5 Digital Selling Pro Tips

9.6 Finding Projects From Social Media

9.7 Freelancing As Career Option

9.8 Webinar from Top Freelancer

Module – 10

Google AdWords

10.1 Psychology of search

10.2 Keywords research

10.3 Google AdWords fundamentals

10.4 AdWords campaigns creation & optimization

10.5 Display Marketing

10.6 YouTube Marketing

10.7 Shopping Ads Campaigns

10.8 Universal App Campaigns

Module – 11

YouTube Marketing & Video Editing

Module – 12

Sales in Ecommerce Platforms

12.1 History of Ecommerce

12.2 Buyers Behavior In Online Buying

12.3 Amazon Seller Central

12.4 Flipkart Seller Hub

12.5 Marketing Strategy for Products

12.6 High Profitable Business from Ecommerce

12.7 Top Case Studies

Module – 13

Email Marketing

13.1 Introduction to email marketing

13.2 Designing of email templates

13.3 Automation in email marketing

13.4 Tools for email marketing

13.5 Reporting In Email Marketing

13.6 Evaluating data metrics with email marketing

13.7 Case studies

Module – 14

Leads Generation & CRM

Module – 15

Ecommerce & News Website Development

15.1 Ecommerce Website Design

15.2 Shopify

15.3 Marketplace Walkthrough

15.4 Payment Gateways

15.5 Sale cross border & Global

15.6 Multi Channel Marketplace

15.7 Solution for Shipping Orders & Tracking

15.8 Top Case Studies

Module – 16

Dropshipping

16.1 Introduction to Dropshipping

16.2 Selection of products to sell

16.3 Turn website into sales machine

16.4 Supply in International Market

16.5 Grow Income From Dropship

16.6 Case studies

16.7 LIVE webinar by a Dropshipping Expert

Module – 17

Video and Content Marketing

17.1 Power of content marketing

17.2 New era of video marketing

17.3 Viral content marketing

17.4 Content marketing tools

17.5 Content marketing as an influencer

17.6 LIVE Video class by top influencers

17.7 Case Studies
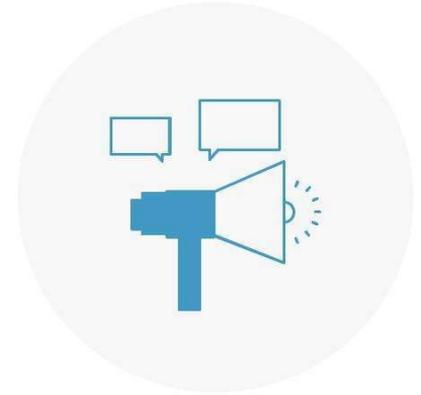
Module – 18

Advance SEO & Deep Blogging Secrets

18.1 SEO Steroids

18.2 Black Hat SEO Techniques

18.3 Grey Hat SEO Techniques

18.4 Deep Blogging Secrets To Earn Money

18.5 SEO of Ecommerce & Listing Sites

18.6 SEO of News Sites

18.7 SEO of Mobile App (ASO)

18.8 Career In SEO

Module – 19

Affiliate Marketing

19.1 Purpose of Affiliate Marketing

19.2 Get Started with Affiliate Marketing

19.3 Selection of Profitable offers

19.4 Approval from Affiliate Networks

19.5 Affiliate Marketing using YouTube

19.6 Affiliate Marketing Using SEO

19.7 Affiliate Marketing Using Email

19.8 Secrets to Get 50% Margin

Module – 20

Influencer Marketing & ORM

20.1 What is Influencer Marketing

20.2 Influencer Marketing on Instagram

20.3 Influencer Marketing on YouTube

20.4 Earning from Influencer Marketing

20.5 Online Reputation Management (ORM)

20.6 Make a strong Network Worldwide

20.7 Meetup with top Influencers

Module – 21

Google DoubleClick & Media Buying

21.1 Introduction to Programmatic Media Buying

21.2 Traditional vs Programmatic Media Buying

21.3 Google Double Click

21.4 Media Buying using Taboola

21.5 Google Double Click Exam

Module – 22

Digital Marketing for Your Business

22.1 Planning & Executing Marketing Strategy

22.1 Selection of Digital Platforms

22.2 Targeting Right Audience Tips

22.3 Growth Hacking for your business

22.4 Low Budget Investment Strategy

22.5 ROI Based Marketing

22.6 100+ Tools & Techniques to get results

22.7 Tracking & Optimizing Campaigns

Module – 23

Permanent Income from Online World

23.1 Blogging Income

23.2 Freelancing Income

23.3 YouTube Income

23.4 Dropshipping Income

23.5 Marketplace Income

23.6 Affiliate Marketing Income

23.7 Influencer Marketing Income

23.8 20+ Secrets Ways to Income with Proven Techniques

Module – 24

Job & Interview Preparation

24.1 Create impressive Resume

24.2 Soft skills Training

24.3 Personality & Communication Training

24.4 Learn to convey information quickly & clearly

24.5 Group Discussions

24.6 Impress HR Panel with your project presentations

24.7 Mock Interviews

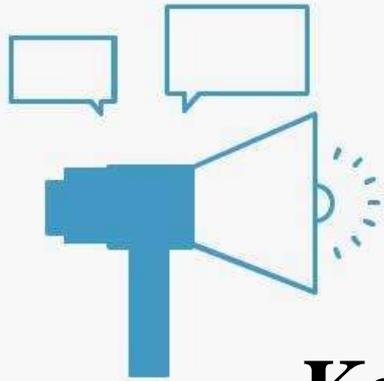24.7 Get Jobs alerts from various platforms

Exams and Certificates

Elementary Exam: To test basic skills of digital marketing

Master Exam: For job offers (Passing criteria: Min 80%)

On passing elementary exam 4 certificates will be given including certificates from Google and Facebook.

Timeline

Kakadeo | Barra | Mall Road

Batch	Timing	Days	Duration
Batch – 1	09:00 AM – 11:00 AM	Mon - Sat	Check Website
Batch – 2	03:00 PM – 04:30 PM	Mon - Sat	Check Website
Batch – 3	06:00 PM – 07:30 PM	Mon - Sat	Check Website

Some
Glimpses
Of Previous
Batches

Kakadeo
Barra
Mall Road

ABOUT RANK KEYWORDS MARKETING GROUP

We are the team of young and enthusiastic marketers from India's best institutions. We help businesses in online marketing by using data and technology. We have trained over 500 digital marketing professionals and students.

For more details: www.rankkeywords.in

Visit Our Website

Head Office Address	Branch Office -1	Branch Office -2
In-front of Akash Institute, Kakadeo, Kanpur, U.P.-208025, India	230/Z1, Main Road, Barra 2 (Near Allahabad Bank), Kanpur-208027	Beside Globus Mall, Balaji Complex, Mall Road, Kanpur – 208001
+91-8299115093 0512-4025333	+91-9839070522	+91-9559296858