



DIGITAL MARKETING

ADV. DIGITAL MARKETING COURSE

Traning Mode	Regular	Fastrack	Weekend
Classroom	6 Months	3 Months	3 Months
Online	6 Months	3 Months	3 Months
Crashcourse	45 Days	45 Days	45 Days

Next-G Education

™

Our Partners

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- graphicdesigninstitutes.com
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Digital: It's a More Common Word in At Least 60% of People Across The Country. Digital Technology Combines With it Technology Growing Day By Day Within Our Daily Life. Almost Peoples Are Using Digital Technology to Make Their Task Easy, Precise And Fast Way. Because Its Reduce Our Times And Cost to Do The Things Fast. So, Points Come to How We Can Improve Our Self As Per Digital Technology. Point This We At Next-g Education Designed Advance Digital Marketing Expert Course, Which is Based On The Latest Technology and Helpful For Working Professional, Fresher's, Businessman and Anyone Who Looks Forward to Improving Their Skills in Digital Technology.

This Course is Suitable For Students Who Are:

- Looking Their Career In Digital Marketing Industry
- Have Basic Knowledge of Computer
- Looking To Improve Their Career Prospect

Who Can Join Web Expert Course

- ▶ 10th,12th or Equivalent
- ▶ BCA/MCA, B.Tech, M.Tech, B.sc (IT), B.sc(CS)
- ▶ Diploma Candidates

Internet Marketing Expert Course Details

Module: Graphic Design

Module: Web Designing

Module: Video Editing

Module: Wordpress Website Development

Module: Seo

Module: Smo

Module: Online Advertising - Ppc & Ad Words

Module: Content Marketing

Module: SEO Tools

Module: Online Reputation Management

Module: Schema Markup

Module: Website Setup For SEO

Module: SEO Checklist Before Website Publishing

Module: Online Selling On Different Platform

Module: Techniques to Boost Ranking Within Month

Module: Google AdSense and Youtube Earning

Module: Free Blog Creation and Earning

Module: Google Certification Exam

Module: Domain and Hosting Concepts

Module: Business E-Mail Creation

Module: Important Questions and Answer

Complete Advance Digital Marketing Course Overview

Module 1: Graphics Designing (Adobe Photoshop)

Adobe Photoshop Introduction

Workspaces in Photoshop

Vector Vs Raster

Image Size

Dimension in Photoshop

Resolution

Layers Work

File Types

Colour

Making

Copy & paste

Transform Tools
Using Brushes
Eraser Tool & Layer Masking
Shape Tool
Type Principals
Layer Styles
Paths & Pen Tool
Smart Objects
Colour Adjustments
Adjustment Layers
Filters in Photoshop
Blending Modes
Saving In Photoshop
Setting Up a Document
3d Effect
Adding Type to The Design
Save For Print
Save For Web
Project

Module 2: Web Designing

Html5 & Css3

- Website Designing and Planning
- Html: Introduction, Editors, Structure, Tables, Lists Etc.
- Css: Introduction, Adding Css, Colors in Css, Fonts, Text Formatting, Pages Background Color, Using Float, Maintain Ordered And Unordered Lists, Box Model In Css, Margin, Pad Ding, and Border Concepts
- File Structuring Using Selectors: Selection in Css, Uses of Classes, Tag Uses, Using Ids to Give Look Your Website, Selector Weight Values
- Html5: Selections in Html5, Developing Web Layout and Navigation, Layout Creation and Navigation In

- Html5, Create Column, Header Creation, Adding Navigation Bar Etc..
- Css3: Modules, Box and Text Shadow, Importing Other Style Sheets
- Creating Drop-down and Pages On Your Menus
- Adding Various Features On Your Website
- Google Map Mapping in Your Website
- Embedding a Youtube Video
- Adding Social Icons In Website
- Web Form Creation

Bootstrap

- Bootstrap Introduction
- Grid System
- Typography
- Table Creation
- Form Elements, Classes, and States
- Button Styling Using Btn Classes
- Image Responsive Using Bootstrap
- Helpers Css Classes
- Glyph Icons, Dropdown Menu, and Button Group
- Responsive Navigation Menu – Na
- Bootstrap Page Alerts
- Bootstrap Components
- Bootstrap Plug-in The Modal Dialog Box
- Bootstrap Plug-in Tool Tips
- Bootstrap Plug-in Alerts
- Collapsible and Accordion
- Carousel
- External Css Use

Module 3: Video Editing Using Filmora

- Introduction
- Uses

- Filmora Interface
- Trim, Crop, Rotate and Adjust Video
- Edit Audio
- Add Text
- Filters
- Use Transition
- Advanced Text Editing
- Add Overlay & Elements
- Split Screen
- Advanced Color Tuning
- Add Blur Object
- Pan and Zoom
- Freeze Frame
- Reverse Video
- Slow Motion & Fast Forward a Video
- Green Screen Video Edit
- Chroma Key
- Export & Render
- Add Video Over
- Render Timeline For Smooth Preview
- Use Shortcuts
- Render &
- Export to Mp3
- Record Pc Screen
- Rotate Recorded
- Add a Blur Background
- Add Mobile Frame
- Stabilize Video
- Watermark
- Make Gif
- Glitch Effect
- Clone

- Awesome Filters
- Add Emoji and Fireworks
- Record Custom Screen Size in Filmora
- Save File
- Export File

Module 4: Website Development Using Word Press Cms

Wordpress Introduction

- It's Uses
- It's Importanc
- Installation and Configuration
- Wamp Server Setup/ Xamp Server Setup
- Database Creation
- Uses of Wordpress File
- Wordpress Dashboard
- Importance of Dashboard
- Install New Theme, Modify New Themes
- Posts
- Media
- Pages
- Comments
- Appearance
- Customize and Navigate The Dashboard
- Writing Settings
- Different Editor and Tool Bar
- Html Editor and Tool Bar
- Text Formatting
- Creation
- Difference Between Pages and Blogs
- Role of Pages and Blogs
- Optimization of Images For Uploading Using Seo
- Upload and Insert an Image
- Insert Images from Web Sources

- Uses of Images in Media Library
- Image Gallery Creation
- Insertion of Audio and Video in Pages and Blogs
- Uses of Widgets and Plugins
- Importance of Widget Option to Build Website
- Manage Sidebar Items Using Widget
- Important Plugins
- How to Install and Activate a Plugin
- How to Use Plugins in Websites
- Content Creation Using Page Builders
- Use of Typography to Enhance Posts and Pages
- Use Images/ Audio/ Video to Enhance Posts and Pages
- Customizing Header Art With a Built-in-tool
- Static Page Setup and Designing
- Add Sliders on Home Page
- Logo, Menus, Body, Footer Content Designing
- Update
- Manually and Automatic Setting
- Install Plugin Upgrades
- Resize Images Using Css
- Heading Color Changes Using Css
- Menu Updation Using Css
- Header Footer Designing Using Css
- Sidebar
- Html Mode
- Php Code
- Seo Introduction
- Most Important Seo Plugins
- Google Analytics and Webmasters Setup to Site
- Social Plugins Uses and Configuration's
- Sitemap Creation Using Plugins
- Professional Business/ News/ Blogging/songs Etc.. Web

- Site Development
- Woo-commerce Website Development

Module 5: Digital Marketing Introduction

Module 6: SEO

Seo Introduction

Why Does My Website Need Seo?

How Search Engines Work

Major Search Engines

Techniques For Seo

- White Hat
- Black Hat
- Gray Hat

Phases in Seo

- Pre Site
- On Page
- Post Site
- off Page

Keywords – The Most Important Item in Seo

- Keyword Length-
- Keyword Demand
- Synonyms/alternative Words
- Keyword Density
- How To Calculate Keyword Density
- Keyword Research Tools

On Page Introduction

On-page Seo Checklist

- Url Optimization
- Title Optimization

- Meta Tags Optimization
- Description
- Keyword
- Author
- Robot
- Alt Text
- Html Tags
- Internal Linking Strategy
- Content Optimization
- Canonical Issue
- Site Maps
- Favicon
- Robot.txt File
- 301 and 302 Redirects.
- Html Validation
- Broken Link Management
- Usability and Accessibility

Other Factors of On Page Seo

- Content Change
- Business Address and Telephone Number

Off Page Activity

- Link Building
- Back Link
- Anchor Text

Types of Links In Seo

- Inbound Links/ Incoming Links
- Outbound Links/ External Links
- Internal Links

Techniques For Link Building

- Social Bookmarking

- Directory Submission
- Article Submission
- Blog Posting
- Blog Commenting
- Guest Blogging
- Press Release Submission
- Classified Submission
- Search Engine Submission
- Picture Sharing
- Document Sharing(Ppt Sharing)
- Rss Submission
- Q and Ans. Posting
- Business Listing
- Local Listing
- Forum Posting
- Link Exchange

Site Setup For Seo

Managing Redirection of Pages and Websites

Content Quality Checkup

Cms Websites Benefits or Limitation

Module 6: SMO

Introduction of Social Platform

Social Media Marketing Strategy

Account Creation

Facebook Page Creation and Marketing

- Facebook Page Creation
- Profiles
- Manage Strong Profiles
- Groups Creation and Promotions

- Events Creations And Promotions
- Facebook Community

Facebook Posts

- How to Upload Photo and Video
- How to Create Photo Album
- How to Create a Photo Carousel
- How to Create Slideshow
- How to Create An Instant Experience
- Facebook Ads Manager

Campaign Name

Buying Type

Campaign Objective

- Awareness
- Consideration
- Conversion

Ad Set

Create New Facebook Ads

- An Ad With An Image or Video
- Ad With Multiple Images or Videos in a Carousel
- Collection
- Ad With Existing Post

Budget & Schedule

Audience Targeting

Ads Placement

- facebook
- instagram
- audience Network

Optimization & Delivery

Google Plus

- business Listing
- creating a Strong Profile
- create a Business Page
- community
- Followers Etc..

Linkedin

- Personal Account Creation
- Make Profile Strong
- Creation of Page For Business, Brand, Popularity
- How to Write An Article On Linkedin
- Group Creation and Promotion
- How to Get Followers

Twitter

- Create A Strong Twitter Personal or Business Page
- Tweets In Twitter
- Advantages of Tweets For Branding
- Use of # Tag
- Use of @ Tag and Its Importance
- How to Increase Followers

Youtube

- Create a Profile On Youtube
- Create Chanel On Youtube
- Customize Your Chanel
- Creations of Playlists in Youtube
- Dashboard
- Section
- Setting
- How to Post The Video On Public and Private
- How to Solve Copyright Issues
- Analytics

- You Tube Ads
- How to Earn Money From Youtube

Pint Rest

Instagram

Myspace

Vimeo and Other Social Platforms

Module 7: Email Marketing

Module 8: Online Marketing

Module 9: Google Adwords

Google Adwords Fundamentals

Introduction

Keyword Planner

Create Your First Campaign

Goal Selection

- Sales
- Leads
- Website Traffic
- Product & Brand Consideration
- Brand Awareness and Search
- App Promotion
- Create a Campaign Without a Goal's Guidance

Campaign Types

- Search
- Display
- Shopping
- Video

Locations Targeting

- Target
- Exclude
- Near By

Languages

Budget

- Delivery Method
- Standard
Accelerated

Bidding

Setting

Starts and End Dates

Audience Targeting

Ads Extensions

- Site Link Extensions
- Callout Extensions
- Call Extensions
- Structured Snippet Extensions
- Message Extensions
- App Extensions
- Promotion Extensions
- Location Extensions
- Price Extensions

Ad Rotation

Ad Schedule

Campaign Urls

Ad Group

Keywords

- Broad Match

- Phrase Match
- Exact Match

Create Ads

Demographics

Filter

Segment

Columns

Planning

- Keyword Planner
- Ad Preview and Diagnosis

Shared Library

- Audience Manager
- Portfolio Bid Strategies
- Negative Keyword Lists
- Shared Budgets
- Placement Exclusion Lists

Bulk Actions

- All Bulk Actions
- Rules
- Scripts
- Uploads

Measurement

- Conversions
- Google Analytics
- Search Attribution

Setup

- Billing & Payments
- Business Data
- Account Access

- Linked Accounts
- Preferences
- Google Merchant Center

Module 10: Google Ad Sense

Module 11: Google Tools

Google Analytic Tools

- Site Setup For Analytic
- Implementation of Tracking Code On Website
- Linking Google Analytics to Search Console
- Real Time Analysis in Analytics
- Detailed Analysis of Audience Through Analytics
- Detailed Analysis of Acquisition
- Detailed Analysis of Behavior In Analytics
- Detailed Analysis of Conversions
- Linked Analytics Through Ad Words

Google Webmaster Tools

- Linked Website Through Search Console
- Search Appearance In Webmasters
- Analysis Performance
- Url Inspection
- Coverage
- Sitemaps Submission For Indexing
- Internal and External Link Analysis
- Ownership Verification
- Website Indexing
- Fetching New Url

Alexa

Woorank

Developers Google

- Speed

- Page Speed
- Insights

Module 12: Google Algorithm

- Hummingbird
- Mobile Friendly Update
- Panda Update
- Penguin Update
- Pigeon Update
- Payday Update
- Pirate Update
- Emd (Exact Match Domain) Update
- Top Heavy Update
- Amd

Career Options:

SEO Expert

SEO Professional

On Page SEO Expert

Off Page SEO Expert

Blogging Expert

Google Tools Expert

AdWords Expert

Internet Marketing Expert

Video Editor

Graphic Designer

Web Designer



STUDENT TESTIMONIALS



Classroom

Deepak Kumar (Internet Marketing Expert Course)

I Have Done Training in Digital Marketing Undr The Guidance of Rajesh Sir. I Think, He Is The Best Trainer of Digital Marketing. Rajesh Sir Teach Seo, Smo, Ppc, Orm Very Well And I Work On Two Live Project. Now, I Am Working As Digital Marketing As Trainee Becoz of Next-g and Rajesh Sir.



Online

Shreya Gautam (Advance Digital Marketing)

Join 4 Months Ago Digital Marketing Course Here and Completed Successfully.. Learning With Rajesh Sir Was Great Experience.. Working With Live Projects During The Training Help Me Lot To Implement In Real Project...



Classroom

Ravinder (Internet Marketing Expert Course)

Best Digital Marketing Institute in Delhi. Rajesh Sir is Best Teacher. He Has Great Knowledge of Digital Marketing in All Topics. If You Want to Grow Your Business. Then Come Fast and Learn Here.



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DIGITAL MARKETING

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