

# Indeed Training

Google  
Partner



Indeed Training  
Build Your Digital Career

"Building Your Digital Career"

# DIGITAL MARKETING COURSE BROCHURE

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# **WHY DIGITAL MARKETING?**





# **Starting Your Career Off On The Right Foot**

If You Want To Build A Successful Profession, Digital Marketing Is The Way To Go. Digital Marketing Could Make It Possible For You To Turn Your Ideas Into Reality, Regardless Of Whether You Are A College Student, Working Professional, Job Candidate, Or Ambitious Dreamer.

“

**“According To LinkedIn, The “Digital Marketing Specialist”  
Role Is Among The Top 10 Most In-Demand Jobs, With  
860,000 Job Openings.”**

”



1. A Variety Of Career Opportunities
2. Improved Salary Packages
3. Flexibility Of The Work Schedule
4. Showcase Creativity
5. Establishing Your Career
6. Recession-Proof Job
7. Equips You With Entrepreneurial Abilities

The Global Digital Marketing Software Market Is Expected To Grow At A Compound Annual Growth Rate Of 19.1% From 2022 To 2030 To Reach USD 264.15 Billion By 2030.

# **Digital Marketing Career Options**



## **Make A Successful Career In Digital Marketing Industry With Indeed Training**

Here Is A List Of The Specific Fields In The Digital Marketing Industry That Offer Career Prospects And Some Areas Where There Will Be New Employment Chances In The Upcoming Ten Years.

- Digital Marketing Manager
- Social Media Marketer
- Search Engine Optimizer
- Content Marketer
- Content Writer
- SEM Specialist
- Email Marketer
- SEM Specialist & Many More.

## About The Course

Indeed Training Offers 35+ Professionally Developed Programmes Ranging From Beginner To Master Level In Collaboration With Official Google Partners.

## Duration Of Courses



3 Months

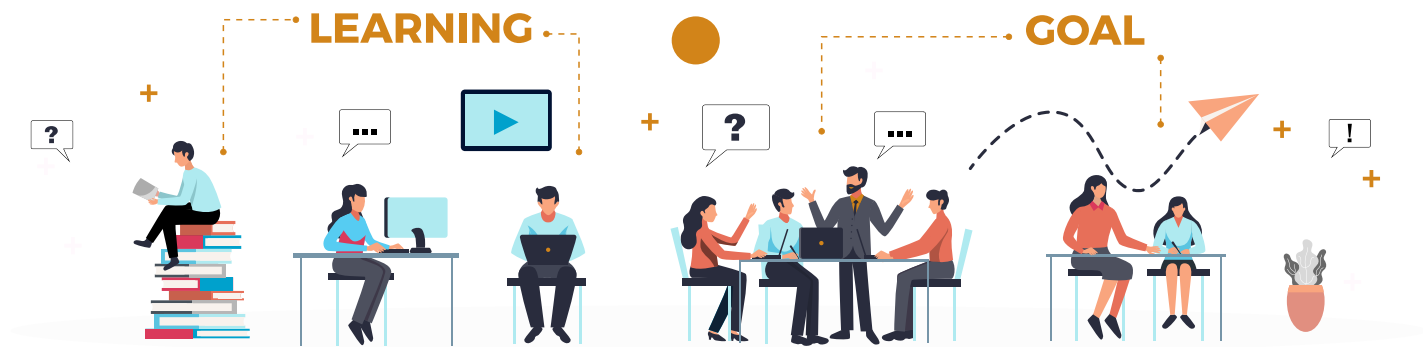


6 Months



Specializations Courses Of 4 Weeks  
(Including Google Ad Management,  
Technical SEO, PPC, Affiliate Marketing)

**Classes- 2 Hrs Of Classes Daily, Monday-Friday**



# Who Can Join Us?



## **In The Coming Years, This Will Be The Most In-Demand Course**

- Students (Even High School Diploma )
- Freshers
- Job Aspirants
- Sales Or Marketing Professionals
- Working Professionals
- Small Or Medium Size Business Owners



# List Of Certifications

You Can Get The Following Certificates In This Course And Become Certified In Digital Marketing.

## **G** Google Ads Fundamental

- Google Search Advertising
- Display Advertising
- Video Advertising
- Shopping Advertising
- Mobile Advertising
- Google Analytics
- Google Mobile Sites
- Google Digital Sales

## **f** Facebook Blueprint Certifications

## Indeed Training Certification

## YouTube Certification

## Hubspots

- Inbound
- Content Marketing
- Email Marketing



# Here Are Some Of The Best Free Tools You Would Be Working With, Worth More Than 7,50,000

- SEO Wordpress Plugins
- Wordpress Themes
- Landing Page Builder Tools
- Graphic And Video Editing
- Softwares
- Email Marketing Tools
- Course E-Books
- SEMrush
- Ahref
- Moz
- Majestic SEO
- Bing Webmaster Tool
- Screaming Frog

Best Free Tools  
**7,50,000**



**DIGITAL  
MARKETING**

# Career Benefits

Take The Next Step Towards A Digital Marketing Career !

- Better Job Security
- High Demand For Digital Marketers (Top 10 Most In-Demand Jobs)
- Multi Disciplinary Skill Set
- Experience Working In A Diverse Environment
- Discover Your Creative Side
- Competitive Salary

## Duration Of Courses

The Training Curriculum Includes 35+ Modules, Catering To The Following Tech Competencies:

- ◆ Website Design & Search Engine Optimization
- ◆ Social Media Marketing
- ◆ Paid SEM
- ◆ Google Keywords
- ◆ Optimizing ROI



3 Months



6 Months



Specializations Courses Of 4 Weeks  
(Including Google Ad Management,  
Technical SEO, PPC, Affiliate Marketing)

**Classes- 2 Hrs Of Classes Daily, Monday-Friday**

# Here Is A Guide To Our Complete Syllabus

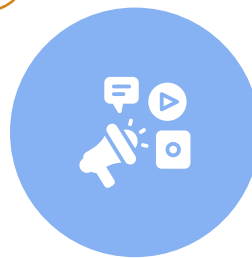
## Search Engine Optimization

1. On-Page Optimization
2. Off-Page Optimization
3. Google My Business Optimization
4. App Store Optimization Services
5. Technical SEO
6. SEO Content Optimization
7. Wordpress Installation & Website Creation.



## Social Media Marketing

8. Facebook Marketing
9. Instagram Marketing
10. Twitter Marketing
11. LinkedIn Marketing
12. YouTube Marketing
13. Quora Marketing
14. Pinterest Marketing



## Online Reputation Management

15. Brand Reputation Management

16. Push Down Negative Search Result



## Pay Per Click

17. Google Ads

18. Facebook Ads

19. Instagram Ads

20. LinkedIn Ads

21. Amazon Ads

## Link Builder

22. Guest Post Acquisition

23. Buy Edu Backlinks

24. Press Release

## Content Writing

25. Article Writing

26. Blog Writing

## Analytics & Strategies

27. Google Analytics

28. Search Console (Google Web Master Tool)

29. Google Tag Manager (GTM)

30. Semrush

31. Ahref

32. Moz

33. Majestic SEO

34. Spyfu

35. Buzzsumo

36. Bing Webmaster Tool

37. Screamingfrog

38. Affiliate Marketing



# On-Page Optimization

- What Is SEO?
- What Is SERP?
- What Is On-Page SEO?
- How Do You Select A Domain Name?
- URL Structuring
- Site Tracking Tools (Google Webmaster Tool, Google Analytics Tool)
- Image Naming, Image Title, And ALT Tags Creation
- Introduction To Meta Title
- Introduction To Meta Description
- SEO Heading Tags For On-Page SEO (H1 To H6)
- What Is Content Writing?
- Keyword-Centric SEO Content Writing
- Anchor Text, Hyperlinks
- HTML Sitemap Creation
- XML Sitemap Creation
- Different SEO Tools



# Off-Page Optimization

- What Are Backlinks?
- Why Are Backlinks Important?
- How To Find Backlinks?
- Difference Between Dofollow & Nofollow Backlinks
- What Is Google PageRank?
- How To Boost PageRank?
- Search Engine Submission
- Directory Submissions
- Press Release Writing & Submissions
- Article Writing & Submissions
- Blog Posting & Comment Writing
- Forum Posting
- Business Listing
- Classified Posting
- Social Bookmarking
- Social Networking
- What Is PageRank?
- What Is PA & DA?



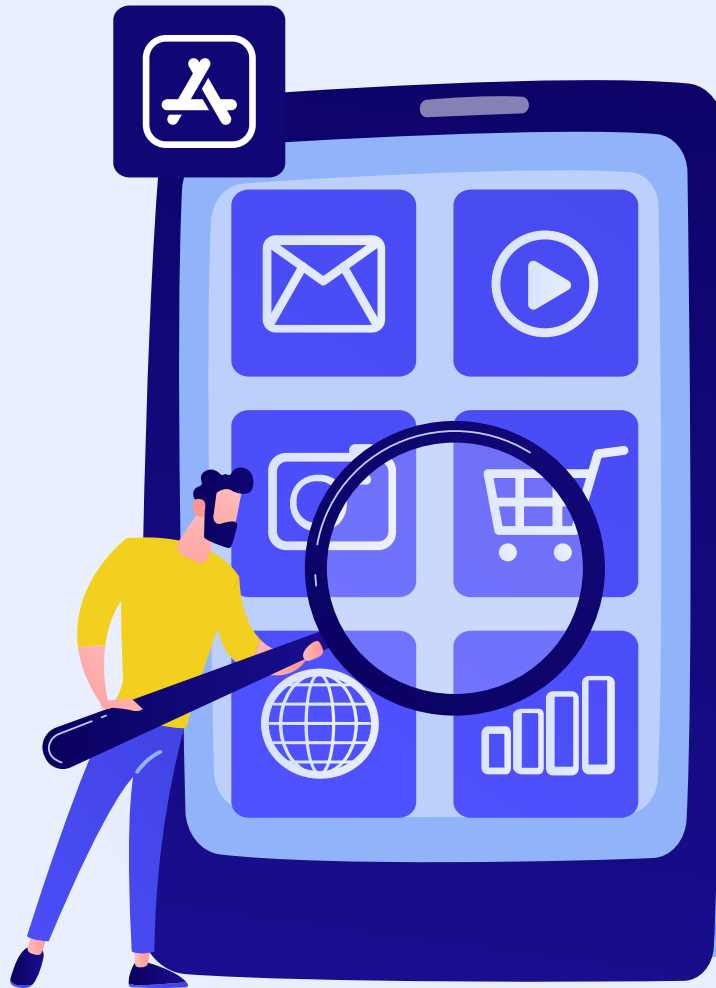
# **Google My Business**

## **Optimization**



- An Overview Of Google My Business Attributes
- Google My Business Account Setup
- Understanding Brand Page & Business Listing
- How To Create Outstanding Google Posts?
- Tips To Improve Local SEO With Your Business Profile
- Latest Updates And Features Of Google My Business
- Tips And Tricks For Google My Business Website Builder
- Mistakes Individuals Make On Google Business Listing
- How To Increase Reviews From Customers?
- How To Use Citations, Review Sites & Track Them For Your Benefit?
- Tracking Google My Business Traffic Data
- How To Interpret GMB Traffic Insights?
- Google Business Listing Policy & Guidelines
- Tools And Templates For Promotion & Listing Management
- Question-Answer Session To Re-Capture Everything You Have Learned





## **App Store Optimization**

- Introduction To App Store Optimization (ASO)
- App Store Optimization (ASO) Fundamentals
- Localizing Your App For Different App Stores
- App Store Optimization Tips & Tools
- Analyzing Your App's Performance
- Conversion Rate Optimization

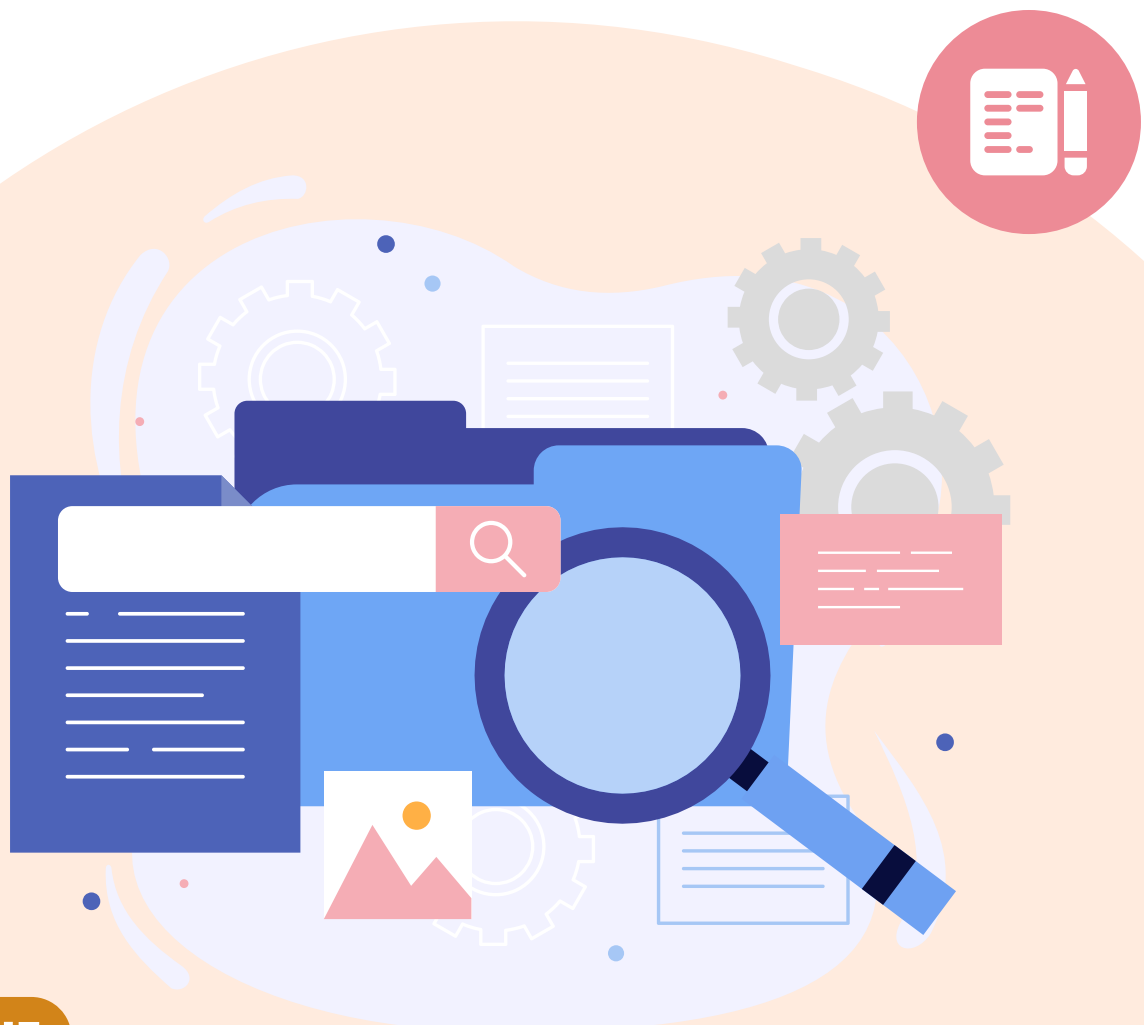
# Technical SEO

- How To Optimize A Website For Google Hummingbird Algorithm?
- What Is Google Panda Algorithm?
- What Is Google Penguin?
- What Is Google EMD Update?
- How To Save A Website From Google Panda, Penguin, & EMD Update?
- How To Recover A Site From Panda, Penguin, And EMD?
- Introduction To Black Hat SEO
- Different Black Hat SEO Techniques



## SEO Content Optimization

- Content Marketing Definition
- Developing An SEO-Focused Content Marketing Strategy
- Trending Content That Naturally Draws Links
- The Resources Need To Assist You During Content Creation Strategy
- How To Evaluate Whether The Strategy Was Successful In Achieving The Goals Set
- A Brief Overview Of Inbound Marketing, A Strategy Used To Draw Consumers In Through Content
- How To Optimize Keywords Within Your Content And Make Your Content More SEO-Friendly



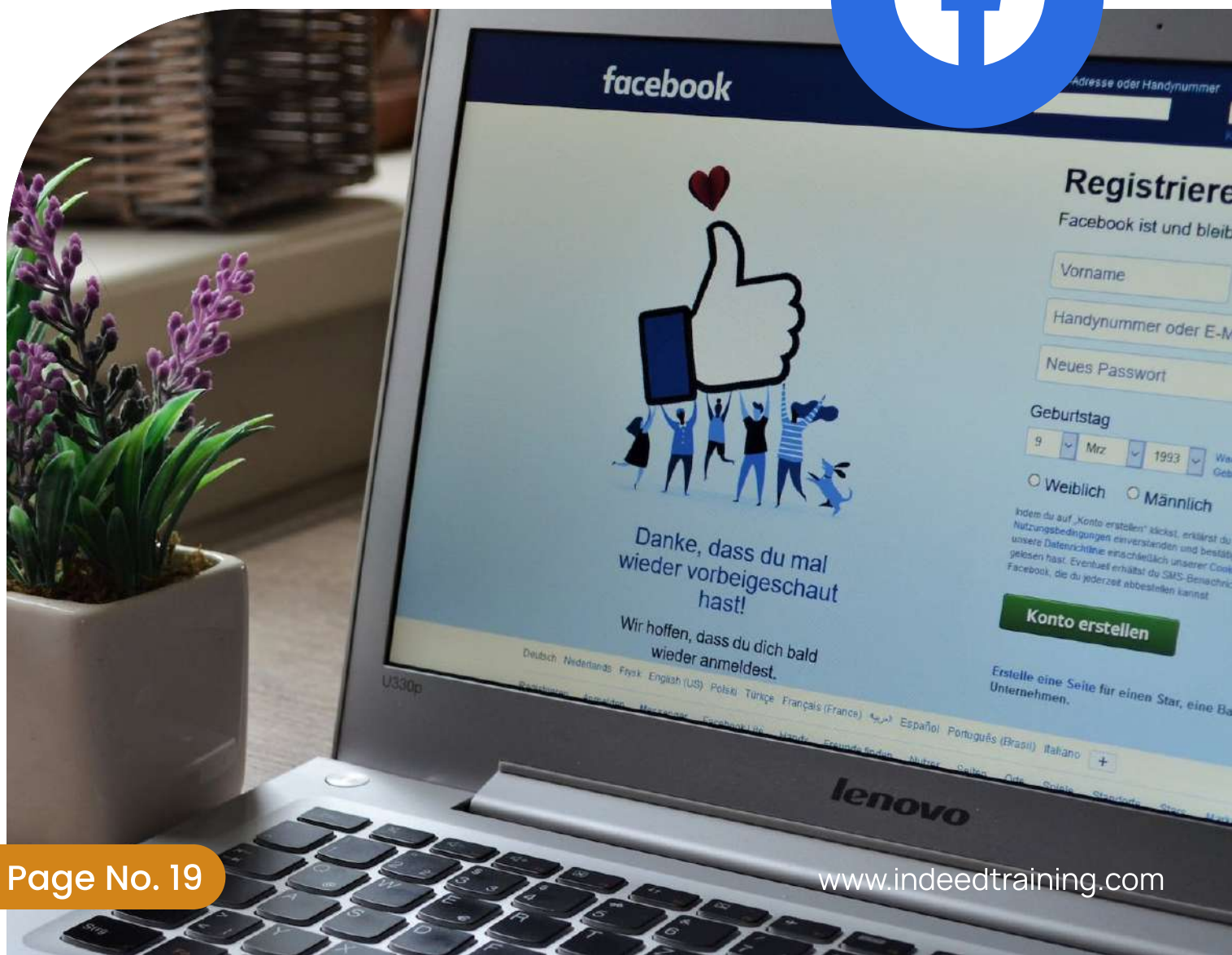
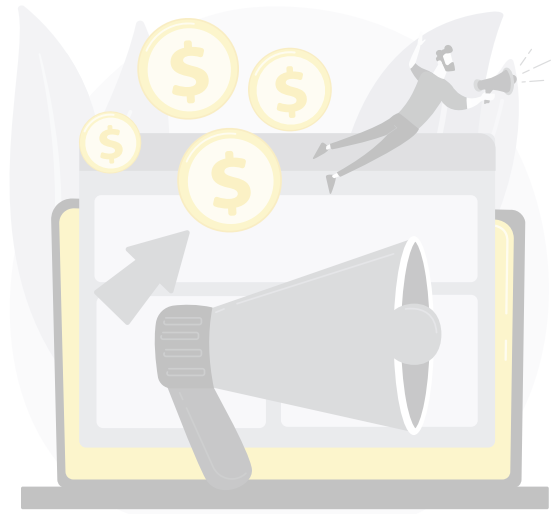
# Wordpress Installation & Website Creation

- Create A Website Or Blog
- Creating A WordPress Site (Installing WordPress)
- Logging Into The WordPress Admin & General Site Settings
- Writing Posts & Formatting Text
- Publishing A Post (Making It Live)
- Adding A Read More Link To A Post
- Creating Links (Hyperlinks)



# Facebook Marketing

- Creation Of Facebook Ad Campaigns
- Understanding Facebook Marketing
- Creating Page On Facebook
- Exercise On Fan Page Wall Posting
- How To Do Marketing On Fan Page
- Fan Engagement
- Facebook Advertising
- Types Of Facebook Advertising
- Best Practice For Facebook Advertising



# Instagram Marketing

- The Elements Of A Successful Instagram Marketing Strategy
- Creating Remarkable Instagram Content
- How To Get More Instagram Followers
- Setting Up Your Instagram Ads
- Creating Remarkable Instagram Ad Content
- Analyzing Your Instagram Ads



# Twitter Marketing

- Introduction To Twitter
- Why Is It Microblogging?
- How To Increase Followers (White & Black Hat)
- How To Market Your Product
- Understanding (Hashtag) Concept
- Advertising On Twitter
- Tools For Twitter Marketing
- Tweetdeck





## **LinkedIn Marketing**

- Introduction About LinkedIn
- Create Your Personal & Company Profile
- Understanding B2B And B2C Concept
- How To Use Linked Group For Marketing
- How To Increase Your Connection



## **YouTube Marketing**

- Monetising Videos Through The YouTube Partner Program
- Introduction To YouTube Marketing
- Understanding The YouTube Algorithm
- YouTube Tags And Video Descriptions
- Uploading And Optimizing A Video



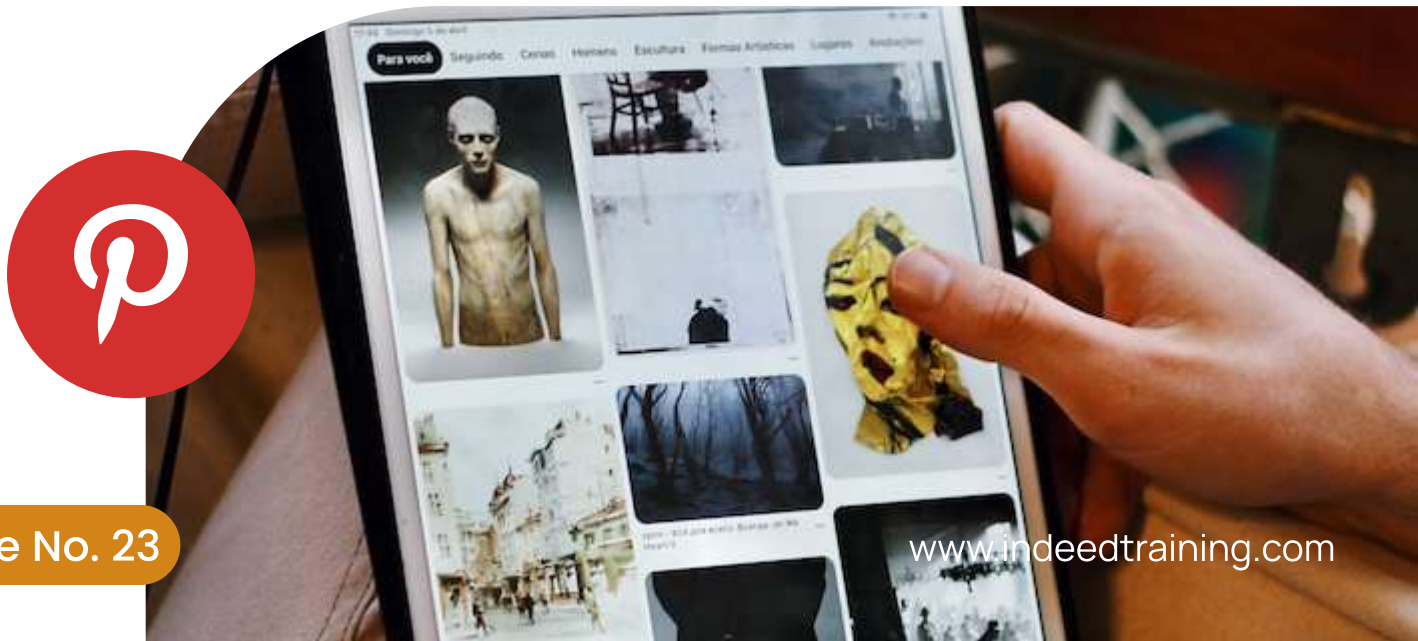
## **Quora Marketing**

- Introduction To Quora
- How To Use Quora For Content Marketing?
- How To Reply To A Quora Query?
- Creating A Quora Ad



## **Pinterest Marketing**

- Learn How To Use Pinterest To Increase Traffic To Websites.
- Discover How To Create A Business Profile And Grow Following.
- Create A Pinterest Content Strategy Based On Goals That Provide Results.
- Make Content For Pinning, Employing Rich Pins, Strategically Repinning, And More.
- Familiarizing You With Pinterest Analytics And Ads.



# **Brand Reputation Management**

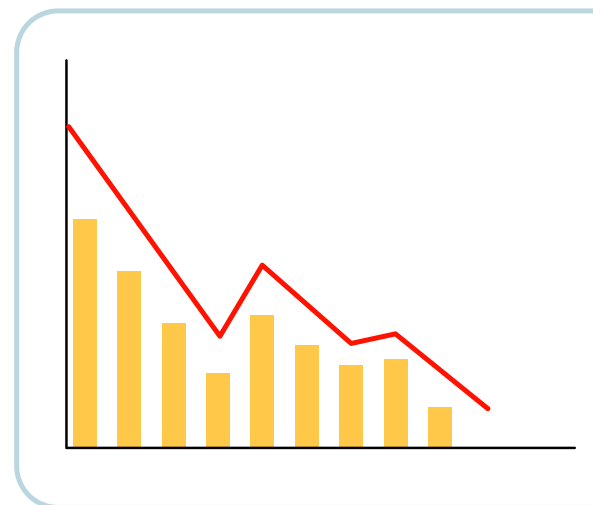


- How To Build A Robust & Sustainable Online Reputation
- The Positives Of Building A Strong Participatory Culture
- How To Manage Social Media Issues Based On A Real-Life Example
- How To Manage A Crisis & Respond Appropriately Across Multiple Platforms



## **Push Down Negative Search Result**

- How To Request Removal Of An Article For Violating Content Guidelines.
- Use The DMCA Form To Request That The Negative Results Do Not Appear In Google.
- Contact The Author And Ask Them To Remove The Article.
- Suppress The Negative Result By Improving Rankings Of Other Articles.



# Google Ads

- Introduction To Google Ads
- Overview Of Google Ads
- Account Setup
- Billing Methods
- Old Version Vs. New Version
- Google Ads Interface Tour
- Basic Google Ads Terminology
- Recent Updates In Google Ads
- Account Structure In Google Ads
- Account Limits

# Instagram Ads

- Setting Up Your Instagram Ads
- Creating Remarkable Instagram Ad Content
- Analyzing Your Instagram Ads



## **LinkedIn Ads**

- Developing A Foundation To Drive A Successful LinkedIn Ad Campaign
- Understand All The Components To A LinkedIn Ad
- Create And Analyze Your LinkedIn Ad Campaign



## **Amazon Ads**

- Learn The Core Concepts Of What Amazon Ads Are & How They Work.
- Leverage Amazon Campaign Management Tools For Improved Efficiency.
- Learn To Establish Budget For Amazon Ad Campaigns
- Review Strategies To Maximize Your Campaign Budget & ROI.



# Guest Post Acquisition



- How To Gain Traffic Through Guest Posting
- How To Increase Your Domain Authority
- How To Find And Approach Guest Post Publication Sites

## Buy Edu Backlinks

- Finding High-Quality Edu Backlinks
- Benefits Of Edu Backlinks For Increasing Your Domain Authority
- Locating Right Edu Backlinks That May Help You Increase A Website Value

## Press Release

- How To Create A PR Article
- Optimizing PR Article As Per Client Requirement
- Link Building With PR Articles



# Article Writing

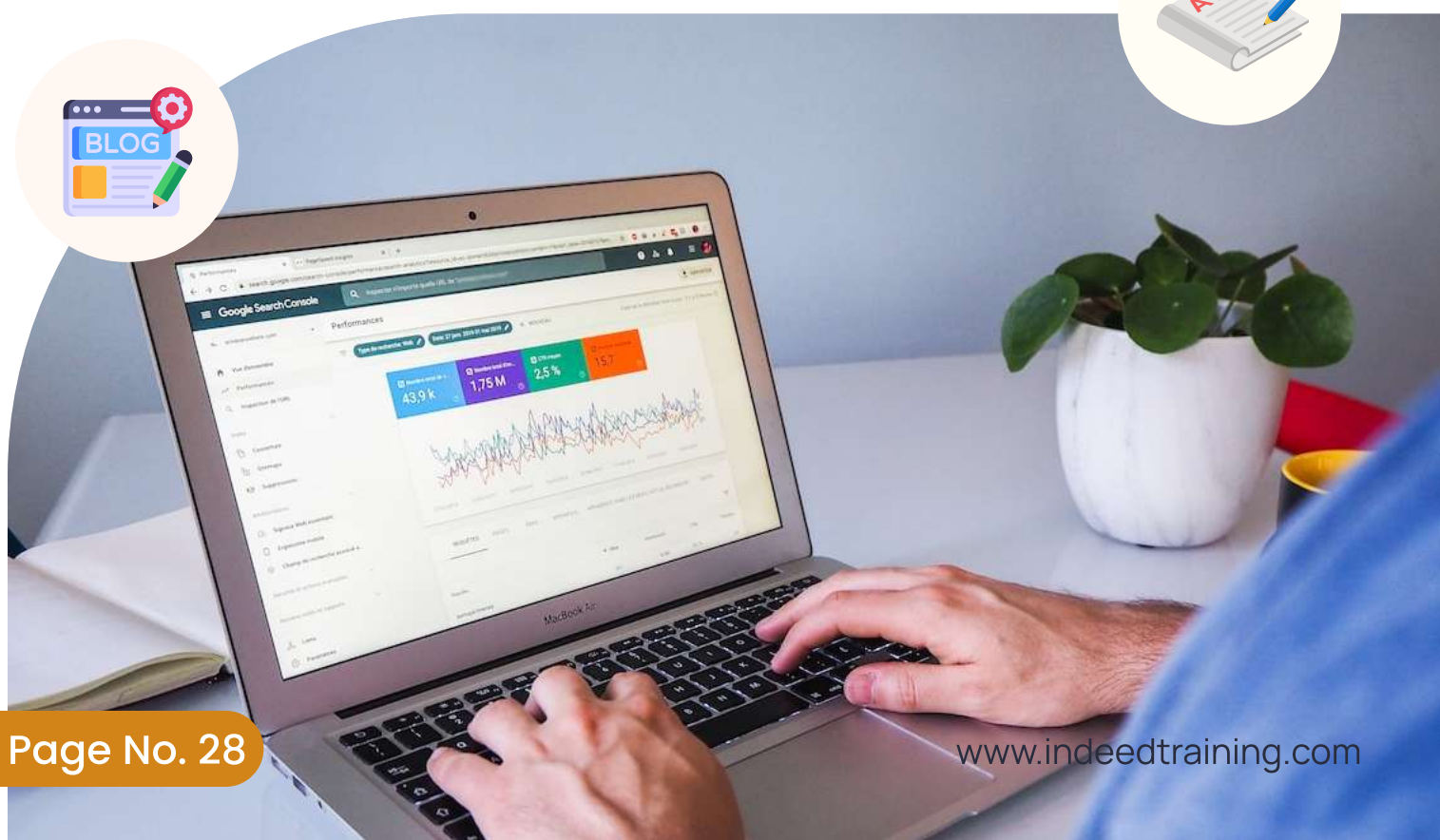
- Learn To Develop Your Imagination And Create Your Own Individual Style
- How To Write: Readers' Letters, Fillers, Articles For Many Different Markets & Reviews
- Learn How To Sell Your Work And Influence Editors & Publishers

## Blog Writing

- Plan And Write An Effective Blog
- Produce Quality, Targeted Content
- Write Titles That Produce High Click-Through Rates
- Establish A Regular Routine For Writing
- Turn Your Work Into A Commercial Platform

## Google Analytics

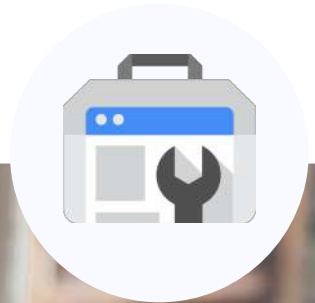
- Introduction To Google
  - Analytics
  - Importance Of Google Analytics
  - How To Set Up Google Analytics
- Google Analytics Dashboard



# Search Console

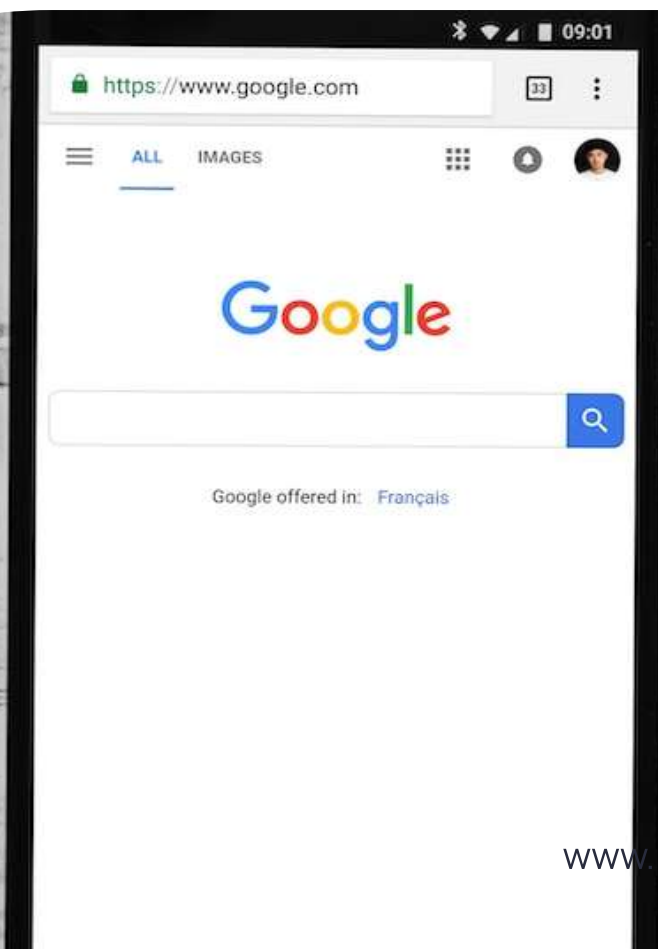
## (Google Web Master Tool)

- What Is Google Search Console? (Formerly Google Webmaster Tool)
- Importance Of Integrating Google Search Console
- Understanding Google Guidelines For Webmaster/ Website Owners
- Setting Up Google Search Console Tool Account
- Understanding Google Spam & Penalty & Recovery
- Site Move Features Of Search Console & Its Requirement
- Google Search Console Data & Reporting



# Google Tag Manager (GTM)

- Fundamentals Of Tag Manager (Applies To Any Tag Manager)
- Signing Up For Google Tag Manager
- Details Of Google Tag Manager Interface
- How To Setup Google Tag Manager For Google Analytics & Track Page Views
- How To Setup External Link Tracking As Events In Google Analytics Via Google Tag Manager
- How To Setup Button Click Tracking In Google Analytics
- Track JavaScript Errors Using GTM
- Deploy GTM In WordPress
- Use Data Layer In Google Tag Manager
- Facebook Conversion And Retargeting Pixel
- Facebook Event Tracking



## SEMrush

- What SEMrush Rankings Are
- How To Use SEMrush
- How To Use SEMrush Keyword Research Tools
- How To Create Audits Using SEMrush
- How To Analyze Competitors On SEMrush



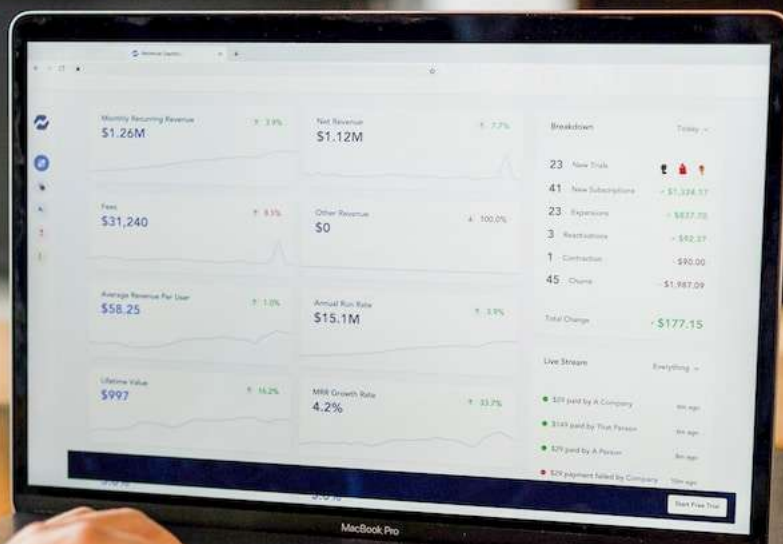
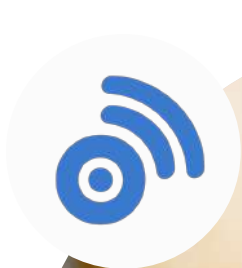
## Ahrefs

- Exploring Your Ahrefs Account
- Ahrefs' Crawler And Index
- Ahrefs' SEO Metrics
- Site Explorer
- Keywords Explorer
- Site Audit
- Tracking Of The Ranks
- Content Explorer
- Ahrefs' Alerts



## Buzzsumo

- Gaining More Likes, Links, & Shares Via High Performance Content
- Sharpen Marketing Strategy With Billions Of Data Points
- Influential People Search For Marketing Campaign
- Tracking Of Latest Trends For Better Marketing Opportunities



- Introduction To Different SEO Audit Tools
- Explore Trending Keywords With MoZ
- Domain Authentication Analyzing
- Check For Spam Links



## Majestic SEO

- Strategy Creation Based Upon Website's Backlink Profile
- Gain Web Links Via Discusses
- Gain Back Lost Web Links
- Revaluation Of A Site's Content
- Watch Out For Rivals



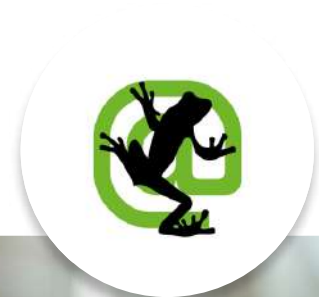
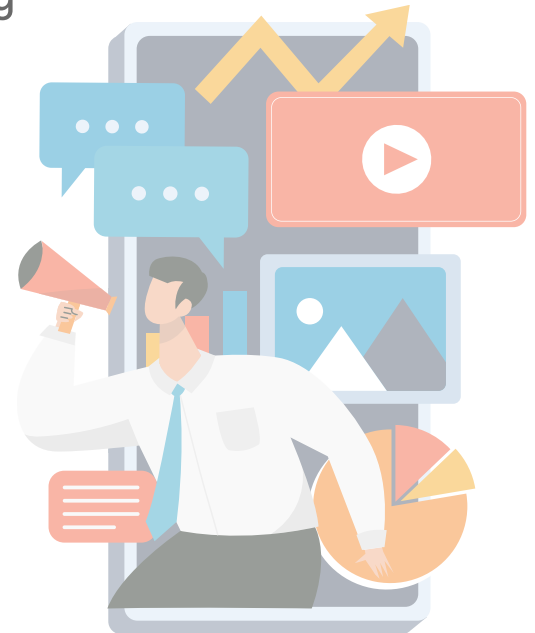
# Affiliate Marketing

- Introduction To Affiliate Marketing
- Affiliate Marketing Platforms
- Enrolling In An Affiliate Marketing Program
- Tips And Tricks To Improve Affiliate Marketing
- Types Of Affiliate Marketing
- Setting Up Affiliate Marketing Program



## Screamingfrog

- Starting Your SEO Audit
- SEO Audit Software Walkthrough
- Keyword Planner
- Free Keyword Research Tool
- Paid Keyword Research Tool



# Bing Webmaster Tool

- Introduction To Bing Webmaster Tool
- Bing Webmaster Tool Integration
- Configure My Site Report Check
- How To Submit Sitemap
- Sitemap Report Check
- Submit URLs Report Check
- How To Control Crawl Rate
- Bing Webmaster Tools Project Reporting



# Spyfu

- Understanding Of Competitor's Marketing Strategies.
- Develop SEO And PPC Marketing Strategies With Inspiration From Other Websites In Their Niche.



# **Digital Marketing Success Stories Coming From Famous Personalities**

**You Could  
Be The Next  
One!**



**Mark Zuckerberg**

Digital Platform Pioneer Mark Zuckerberg Is The Best Example Of One Of The Most Influential People In The World. Through His Leadership Of Facebook, Zuckerberg Has Led It Through Multiple Changes & Iterations, Which Have Led To Success And, Very Often, Changed The World.



**Peyush Bansal**

In Addition To Being An Entrepreneur And Co-Founder Of Lenskart, Peyush Bansal Is A Famous Illustrator For People Seeking Careers In Digital Marketing. As His Business Has Grown, He Has Achieved Fame, Illustrating Digital Marketing's Benefits & Value.



## Aman Gupta

Here Comes The Next Famous Personality, Aman Gupta, The Co-Founder And Marketing Director Of BOAT. Through Digital Marketing, He Gained Popularity, And Marketing Is One Area Where He Did Not Stop Investing. This Shows Us That Digital Marketing Is Profitable For Increasing Businesses' Growth And Is An Amazing Career Choice.



## Ritesh Aggrawal

Founder & CEO Of OYO Hotels

A College Dropout With A Passion For Entrepreneurship, Set Out At The Age Of 13 To Build A 10 Billion-Dollar Empire.



## Anupam Mittal

Founder-Shaadi.Com, People Group, Makaan.Com, Mauj

Most Of You Might Be Familiar With Him From A Television Show But This Shark Had Already Made A Name For Himself In The Digital World, With Ventures Worth 15,000 Crores.



## **Gary Vaynerchuk**

Gary Vaynerchuk Is A Serial Entrepreneur, He Is Now More Known For His Work In Digital Marketing And Social Media As The Chairman Of New York-Based Communications Company VaynerX, And As CEO Of VaynerX Subsidiary VaynerMedia.



## **Elon Musk**

Co-Founded Six Companies Including Electric Car Maker Tesla, Rocket Producer SpaceX And Tunneling Startup Boring Company. From Coding To Space Exploration.

The Success Story Of Elon Musk Has Led The Digital Stellar World Into The Interstellar Dimension.



# **Life At Indeed Training**

**Growth  
Booster For  
Startups**



## **Master Class By Industry Titans**

Our Digital Marketing Professionals Will Share Their Knowledge & Experience With You During Your Time With Us. Mentorship And A Community Of Like-Minded Peers Are Available 24x7 To Assist You In Clarifying Any Conceptual Confusion.



## **Entrepreneurship Incubation**

Our Training Programs Are Fabricated With The Assistance & Guidance Of Leading Digital Marketing Industry Experts. These Learning Programs Are Backed By Advanced Training Tools & Curriculum That Are Efficient Enough To Build Entrepreneurial Skills. Most Of The Trainees From Indeed Training Are Now Running Successful Businesses After Completing Their Digital Marketing Courses.



## State Of The Art Training Facilities

Indeed Training's Training Module Is Supported By State-Of-The-Art Training Facilities. We Provide Our Training Participants With Access To Free Digital Marketing Tools Worth Rs. 750 Lacs, Infrastructure Capable Of Facilitating Over 100 Trainees At A Time, And World-Class Trainers That Are Leading Experts In The Digital Marketing Sector.



## Live Projects With Production Teams

Besides Training Students With Our Subject-Specific Training Modules, We Also Offer First-Hand Experience By Allowing You To Work With Our Production Teams On Live Projects. This Collaborative Training Approach Enables You To Analyze Work Problems As Our Instructors Train And Teaches You To Develop Solutions Accordingly.



# Testimonials

## Testimonials : 1

Indeed Training Is One Of The Most Well-Known Digital Marketing Institutes In Mohali. I Like Their Mentorship Strategy For Queries & Job Placements! I Want To Express My Gratitude To Their Team; The Instructors Are Superb.

## Testimonials : 2

Indeed Training Is The Best Institute For Digital Marketing. Incredible Expertise Is Offered Here In Digital Marketing Among Enthusiastic Professors. They Also Teach You Using A Live Project Training Approach—A Helpful Team With A Flexible Learning Approach And A Welcoming Environment. Everyone Is Making Excellent Attempts To Help Every Trainee Here. It's An Absolute Pleasure For Me To Study Digital Marketing At Indeed Training. I Sincerely Appreciate The Digital Marketing Trainers Team At Indeed Training.

## Testimonials : 3

The Best Place To Learn The Professional Skill Of Digital Marketing Is At Indeed Training Institute Of Digital Marketing, Where The Instructors Are Your Digital Marketing Influencers & Share Their Extensive Professional Experience With You While You Learn. Their Curriculum Has Also Been Updated To Reflect Recent Developments In Digital Marketing To Ensure That Graduates Are Ready For The Market's Demands, Whether They Pertain To SEO, SMM, Digital Branding, Or Mobile Marketing.