A gateway to your
Bright Future in the
IT industry.

SEO

Digital Marketing
AI

Practical Digital Marketing
AI Tools (2024 Updated)

60+ Essential Digital Marketing Tools,
100+ AI Tools Guide And 2800+ ChatGPT Prompts

AI In Digital Marketing

- AI in Digital Marketing- An Overview
- Significance of AI in Digital Mar eting
- AI is Changing the Face of Digital Marketing
- How Companies are using AI in Digital Marketing?
- Future AI in Digital Marketing
- Benefits AI in Digital Mar eting
- The imapct of in Digital Marketing
- Benefits of Using AI in Digital Mar eting
- Ways to incorporate AI in Digital Marketing
- AI Challenges for Digital Marketers

Fundamentals & Digital Marketing Strategy

- Overview of Digital Marketing
- Understanding the Digital Landscape
- Importance of Digital Marketing for Businesses
- Key Digital Channels
- Target Market Research
- How to Make a Digital Marketing Plan
- Crafting Communication for Target Audience
- How to Do Media Selection
- Buyer Persona and Customer Journey Mapping
- Setting Marketing Objectives and KPIs
- Developing a Digital Marketing Strategy
- Content Strategy and Creation
- Budgeting and ROI in Digital Marketing
- Legal and Ethical Considerations

Graphic Design for Digital Marketers

- Introduction to Canva
- Overview of Canva as a graphic design tool
- Basics of navigating and using Canva for digital marketing purposes
- Creating Professional Graphics
- Design principles for creating visually appealing graphics
- Templates and customization options in Canva
- Marketing Materials in Canva
- How to design social media posts, banners, and infographics.
- Incorporating branding elements into Canva designs
- Thumbnail Design

WordPress Website Planning and Creation

- Choosing a niche for your Website
- Choosing a domain name for your business
- Hosting Setup
- WordPress Installation
- Creating Posts and Pages
- SEO Plugins Installation
- Installing & building pages with Elementor
- Website Speed Optimization

High-Converting Landing Pages, FUNNELS WITH AI

- Landing Pages vs web pages
- Doing research for LPs with ChatGPT
- Structure of million-dollar landing pages
- Landing page copywriting with AI
- Making a fully functioning LP
- How to create high converting sales funnels

Search Engine Optimization (SEO)with AI Tools

- SEO Foundations
- SEO Introduction
- How Search Engines Work
- Types of SEO
- Keyword Research and Competitive Intelligence
- Off-Page SEO and Link Building strategies
- Using E-E-A-T, YMYL content
- O ffPage Optimization
- Duplicate Content
- Design and Architecture
- Conducting Competitive Audit
- Website Management and Optimization
- Local Seo
- Algorithm Updates and Seo Changes
- Integrating SEO with Other Disciplines
- Using ChatGPT, AI Tools for SEO
- Advanced Search Engine Optimization 5 Projects

Local SEO - Google My Business

- Local Seo
- Local Searches
- Nap
- Directories
- Top Local Search Signals - I
- Top Local Search Signals – II

Social Media Optimization (SMO)

- Introduction to Social Media Optimization
- Overview of Popular Social Media Platforms
- Creating an Attractive Profile
- How to Create personal/Corporate Branding
- Optimizing Bio and About Sections
- Crafting Engaging Content
- Utilizing Visual Content (Images, Videos, Infographics)
- Hashtag Strategy and Trend Utilization
- Audience Engagement
- Building and Nurturing a Community
- Preparing for Social Media Crises
- Handling Negative Comments and Feedback
- Staying Updated with Social Media Trends
- Final Project: Social Media Optimization Campaign

Yotube Video Optimization and Video SEO

- Introduction to YouTube Video Optimization
- Understanding the Importance of Video Optimization
- Overview of YouTube's Algorithm
- Benefits of Optimizing Videos for SEO
- Key Elements of Video Optimization
- Title Optimization
- Description Optimization
- Tags and Keywords
- Creating Eye-Catching Thumbnails
- Thumbnail Best Practices
- Conducting Audience Research
- Overview of Metrics
- Analyzing Audience Retention
- Click-Through Rate (CTR) Optimization
- Importance for SEO
- Responding to Comments

- Encouraging Likes, Shares, and Subscriptions
- YouTube Algorithm and Updates
- Sharing Strategies on Various Platforms
- Case Studies of High-Performing Channels
- Dealing with Copyright Issues
- Overcoming Low Engagement
- Final Project: Video Optimization Plan
- Tools Vidiq, Tubebuddy

▶ Content Marketing

- Introduction to Content Marketing
- Content Marketing Strategy
- Developing a Content Marketing Plan
- Types of Content
- Storytelling in Content
- Interpreting Data for Optimization
- Aligning Content with the Sales Process
- Awareness, Consideration, Conversion
- Lead Generation through Content
- Voice Search and AI in Content

▶ Search Engine Marketing - Google Ads, Microsoft(Bing) Ads- Search, Display, Youtube

- Google Ads - Search, Display, Youtube, Shopping
- Microsoft(Bing) Ads - Search, Display
- Introduction to Google Ads
- Create a Google Ads manager account
- Create a Search campaign
- Create Call Only Campaign
- Create Display Campaign,
- Create YouTube Campaign
- Create Shopping Campaign
- Google Ad Extensions
- Use Keyword Planner
- Set Your Keyword Match Types
- Add Negative Keywords To Campaigns
- About Ad Scheduling
- How To View The Search Terms Report
- Set Up A Shared Budget
- et Up Conversion Tracking
- Edit Your Campaign Settings
- Demographic Targeting
- Create Your First Display Remarketing Campaign
- Set Up Your Remarketing Lists For Search Ads Campaign
- Create A Responsive Search Ad
- How To Create A New Search Campaign With A Dynamic Ad Group In Your Search Campaign
- How To Create Your Dynamic Ads
- Use Segments In Your Tables
- Add Or Remove Columns In Your Statistics Table
- Download Campaigns, Ad Groups, Ads And Extensions, Or Keywords Performance Report
- Manage Access To Your Google Ads Account

▶ Social Media Marketing

- Introduction to Social Media Marketing
- Social Media Advertising Fundamentals
- Introduction to Social Media Advertising
- Overview of Social Media Landscape
- Popular Social Media Platforms
- Importance of Social Media for Businesses
- Understanding Target Audience
- Audience Segmentation
- Setting Social Media Marketing Goals
- Brand Awareness, Engagement, Conversions

- Facebook Marketing
- Instagram Marketing
- Twitter Marketing
- LinkedIn for B2B Marketing
- Types of Social Media Ads
- Ad Targeting and Custom Audiences
- Demographic and Behavioral Targeting
- Lookalike Audiences
- Budgeting and Bid Strategies
- Designing Effective Ad Graphics
- Writing Compelling Ad Copy
- Social Media Analytics Tools

▶ Google Analytics,GA4

- Setup Analytics
- Understanding Di fftypes of Traffic
- Real Time Reports
- Preparing Different Reports
- Setup Goals
- Filters
- Dashboards
- User Management
- Admin Section
- Tracking Ecommerce Reports

▶ Google Webmaster Tools

- Adding Site & Verification Pocess
- Crawl Errors & Stats
- Google Fetch
- Search Queries
- Structured Data
- RichSnippets
- Data Highlights
- Robots.txt testing
- Sitemap.xml
- Links to Site
- Internal links
- Google Messages

▶ Email Marketing Automation

- Overview of Email Marketing
- Key Email Marketing Metrics
- Open rate, click-through rate, conversion rate
- Permission-based Marketing
- List Building and Segmentation
- Crafting Compelling Emails
- Visual Design and Branding
- Introduction to Marketing Automation
- Automation Workflows
- Email Campaign Strategy
- Timing and Frequency
- A/B Testing in Email Marketing
- Deliverability and Compliance
- Improving Inbox rates in Email Marketing
- Tools For Sending Bulk Emails

▶ WhatsApp,Mobile Marketing

- Introduction to Mobile Marketing
- Introduction to WhatsApp Marketing
- WhatsApp Business
- Features and benefits for busine ses
- Building a Mobile Marketing Strategy
- Targeting Mobile Audiences
- SMS Marketing

- Benefits and use cases
- Compliance and regulations
- Customer Engagement on WhatsApp
- Setting up Automated Mobile Campaigns

Conversion and Strategy

- Introduction to Conversion Optimization
- Understanding what constitutes a conversion
- Different types of conversions
  (e.g., leads, sales, sign-ups)
- Importance of Conversion Optimization
- Understanding User Behavior
- User Journey Mapping
- Customer Personas
- Key CRO Concepts
- A/B testing, multivariate testing & split testing
- Conversion Funnel Analysis
- Website Usability
- Planning A/B Tests
- Implementing A/B Tests
- Conversion Copywriting
- Conversion rate, bounce rate,
  and average order value
- Setting up goals in analytics tools
- Mobile User Experience
- Mobile A/B Testing
- Creating a Conversion Optimization Plan
- Establishing goals and key
  performance indicators

Influencer Marketing

- Overview of Influencer Marketing
- Types of Influencers
- Identifying Influencer Marketing Opportunities
- Setting Campaign Objectives
- Influencer Discovery ools
- Influencer Evaluation Criteria
- Outreach Strategies
- Negotiating and Structuring Deals
- Content Strategy for Influencers

Online Reputation Management

- Introduction to Online Reputation Management (ORM)
- Understanding what constitutes online reputation
- Importance of a positive online
  presence for individuals and businesses
- Assessing Online Reputation
- Online Reputation Audit
- Tools and techniques for assessing current online reputation
- Identifying strengths and weaknesses
- Monitoring Online Mentions
- Using social listening tools to track mentions
- Google Alerts and other monitoring strategies
- Building a Positive Online Presence
- Importance of Reviews
- Impact of reviews on consumer trust
- Encouraging positive reviews
- Responding to negative reviews effectively
- Search Engine Reputation Management (SERM)
- Dealing with Negative Search Results
- Reputation Management Tools
- Employee Engagement in Online Reputation
- Privacy and Legal Issues
- Ethical ORM Practices

Personal Branding & Profile Banding

- Introduction to Personal Branding
- Definition and Importance
- Understanding personal branding in the digital age
- Assessing Your Personal Brand
- Defining our Brand Message
- Visual Branding
- Social Media Presence
- Tailoring Your Resume
- LinkedIn Overview
- Understanding the importance of LinkedIn
- Key components of a LinkedIn profile
- Optimizing Your LinkedIn Headline and Summary
- Showcasing Achievements and Skills
- Building a Professional Network
- Engaging with Content
- Monitoring and Updating Your Brand
- Evolving Your Brand

Digital Marketing Tools

- 60+ Essential tools
- Google key Planner
- Bing Key Planner
- Ahrefs
- Longtail Pro
- SEM Rush
- Ubersuggest
- Spy-fu
- Instant Link Indexer
- Mooz
- Crazy Egg
- Loomly
- Viral DashBoard
- HubSpot
- Mail Chimp
- Get Response
- GT Metrix
- SEO Optimier
- Social media automation tools
- Email Marketing tools
- Plagiarism checking tools

Marketing Potential With 100+ AI Tools

- AI tools, ChatGPT
- 2800+ ChatGPT prompts
- Save 2-3 hours every single day
- Get more done in less time
- Get up to 3X salary and promotion

Course Highlights

- Interview Preparations
- Mock Interviews
- Digital CV Building
- Soft Skill Training For Interviews
- Tricks To Stand Out In Your Interviews
- Finding and Approaching HR's On LinkedIn
- Secure your dream job with the
  assistance of our placement officers.

QualityThought ®

Digital Marketing

▶ **Global Certifications**

⇨ Global Certifications
⇨ Google Search Ads Certification
⇨ Display Ads Certification
⇨ Universal App Advertising Certification
⇨ Google Measurement Certification
⇨ Shopping AdsCertification
⇨ Google YouTube Certification
⇨ Microsoft Certification
⇨ SEMRush SEO Certification
⇨ Google Analytics Certification
⇨ Hubspot Inbound Certification
⇨ Facebook Blueprint Certification (aid)
⇨ OMCP (Online Marketing Certified Pofessional)(Paid)
⇨ Quality Thought Certification

Bonus

⇨ WordPress Premium Themes
⇨ WordPress Premium Plugins
⇨ Wordpress Speed Optimization Plugin
⇨ 150 Landing Pages
⇨ 5000 Canva Editable Templates
⇨ 500 Google Ads Animated Images
⇨ Social Media Calendar
⇨ 100+ AI Tools Guide
⇨ Ready Made 2800+ Prompts
⇨ Niche Finding Template
⇨ Bulk Email And SMS Marketing Software

Our Students Are Placed In

TCS TATA CONSULTANCY SERVICES	Capgemini	LTIMindtree	accenture	66degrees	AFFINE	HighNoon Consulting
AGILISIUM	ALTIMETRIK	brillio	CGI	CISCO	Cloud4C TIER 4 CLOUD	amazon
CLOUD9	CloudCover	Coforge	Cognizant	Convergytics	CSS CORP	Medtronic
databricks	dataflex	DXC TECHNOLOGY	Deloitte.	EMIDS	Foray	STIC Soft
genpact	HCL	HSBC	I2O	IBM	INFINITY DESIGN	CAPRUS IT
Infosys	Legato	MINDGRAPH	Mindtree	motivitylabs	photon	meslova
pwc	quantiphi	RENAULT	SIGMASOFT Virtual Molding	SOFTILITY	syrencloud	splashBI
TIGER ANALYTICS	wipro	ENVISION	virtusa	ValueLabs	zensor	SOLIX
JRD SYSTEMS	ValueLabs	archents	magnasoft	Innominds	techforce.ai	techolution
SOLUGENIX	Nendrasys	S&P Global	Aadvi	iPrism Technologies	ENVISION	Sunseaz Technologies Pvt Ltd

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