Digital Floats
Digital Marketing Academy

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PROFESSIONAL
DIGITAL MARKETING
TRAINING PROGRAM

with 12+ Global Certifications

Best **Digital Marketing Training institute**
for **JOB** Seekers, Freelancers, Professionals & Entrepreneur.

A dream becomes a **GOAL**
when action is taken toward **ACHIEVING** it.....

Get Professional Certified From
Google,Bing,Hubspot, Facebook.

Along with Digital Marketing Training program we will prepare and guide you to pass all exams on Google,Bing, Hubspot & Facebook Certified then only you will be Digital Marketing Professional.

- AdWords Fundamental
- Search Advertising
- Display Advertising
- Video Advertising
- Shopping Advertising
- Mobile Advertising

- Mobile Site Exam
- Google Analytics Certification
- Inbound Certification
- Email Marketing Certification
- Content Marketing Certification
- You Tube Certification
- Face book Blueprint Certifications

Why it is Important to Get Certified ?

- 91% Hiring Managers in top companies consider certification as key hiring criteria.
- 48% Recruiters are willing to offer a higher salary to certified candidates
- 60% of professionals said that certification led to a new job
- There are 8 lakhs JOB's in India by 2024 for Digital Marketing Professionals:HR Experts.

Salient Features

1. Having more than 12 Years Of experience **Training Industry.**
2. **12 + Years** Real time industry experienced faculties.
3. **LAB Available** for every student : 8 AM To 7 PM.
4. Access for **Live Class Recordings** on google drive.
5. Training on digital marketing **Paid Tools.**
6. **Free** domain & hosting for website.
7. **Live Project** implementation and **Internship Support.**
8. 100% **Placement** assistance.
9. Get expertise on **28+ Modules.**

Who Should Attend?

- All Students
- MBA Professionals
- Marketing Professionals
- Sales Professionals
- Business Owners

- Self Employees
- Entrepreneurs
- Digital Marketing Professionals
- People Who Wants to Earn
- Money from Online

What You **Learn** in this **Training Program** ?

Digital Marketing Overview	**Website Creation Wordpress CMS**	**Search Engine Optimization**
Localization SEO	**Google** Ads	**Search ADS**
Online Display Advertising	**Shopping Ads**	**Video Ads**
Google merchant center	**Social Media Marketing**	**Mobile Marketing**
Google Analytics 4	**Email Marketing**	**Content Optimization** with **ChatGPT**

What You Learn in this Training Program ?

Online Reputation Management	**Affiliate Marketing**	**YouTube Monetization**
Integration with Website	**Lead Generation** (Lead Nurturing)	**Canva**
Inbound Marketing	**E-Commerce Marketing Strategies**	**Content Marketing Strategies**
Influencer Marketing Strategies	**Making Money with Adsense & Blogging**	**Http to Https Convertion**
Digital Marketing Paid Tools	**Freelance Business**	**Become a Google Certified Professional**

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1 About Digital Marketing Overview...

- What is digital marketing?
- Why Industry Most Preferred Digital Marketing ?
- Understanding Digital Marketing Process
- Improving Brand visibility

- Niche Targeted Traffic Concepts
- Implementing Strategies for lead Generation
- ways of Converting Traffic into Leads and sales
- Ways of Visitors Engagement

2 Website Creation with Wordpress + Blogger

Wordpress Planning

- Regestering Domain & Webhosting
- Mapping Domain Name to web Server
- Importence of Responsive
- Creating Blueprint for website
- Creating webpages & content **(Wordpress)**
- Integrating themes and Plugins
- Engagement Options

Blogger Planning

- Creating Blog (Blogger)
- Installing Themes
- Creating Menus and Navigation
- Creating Pages
- Creating Posts
- Finding a Domain for Low Cost
- Choosing Hosting Space
- Creating Custom Domain for Blogger

3 Search Engine Optimization (SEO)

Session 01: Introduction Google & SEO
- Google History
- How Google Works
- What is SEO?
- How Search Engine Works
- Difference Between White Hat & Black Hat
- Importance of Google Sandbox
- Introduction To algorithms
- Types of Algorithms
- Google Updates and their impact
- Points to Remember before taking any SEO Project

Session 02: Keyword Research
- What is keyword?
- Importance of Keyword in SEO
- Types of Keywords
- Keyword analysis Tools

- Keyword Analysis Process
- Understanding long tail keywords
- How to use Keyword for Website
- How to use Keyword for Blog
- Understanding your Competitor Keywords
- Finalizing the Keyword list

Session 03: Competitive Analysis
- What is competitive analysis?
- Competitive Analysis Work Flow?
- Tools To Do Competitive analysis
- Competitive Analysis report

Session 04: On Page Optimization
- Title Tag Optimization
- Meta Tags Optimization
- Canonical Tag & its Importance
- H1 To H3 Optimization
- Importance of Bread Crumbs
- SEO Content Writing Optimization

- Importance of Anchor Text
  - Anchor Links Optimization
  - Creating HTML and XML sitemaps
  - XML Sitemap submission
  - Image Optimization
  - Robot.txt and its importance
  - What is Broken link & its Importance
  - Broken link Redirecting Techniques
  - Custom 404 Error Page
  - Difference Between Http Vs Https
  - Importance of CDN **(Content Delivery Network)**
  - Importance of Domain Names
  - Importance of Google Analytics
  - Importance of Webmaster Tool
  - Importance of Bing Analytics
  - Importance of Bing Webmaster Tool

Session 05: Off Page Submissions
  - Introduction of Link building
  - Importance of Link Diversification
  - Important of Siloing in SEO
  - Importance of Do follow Vs. No follow Links

- Colleting Competitors Back links
- Submission to search engines
- Business Directory Submissions
- Social Bookmarking Submissions
- Quora Submissions
- Guest Blogging Submissions
- Press Releases Submissions
- Forums Submissions
- Analyzing Website Links Through Tools
- Removing Spamming Backlinks

Session 06: Google Analytics & Its Importance
  - Why use Analytics
  - Tools for SEO analytics
  - Installing Analytics in Site
  - Generating Reports
  - Audience, Traffic and Site Reports
  - Goals and Conversions

Session 07: Webmaster Tools & Its Importance
  - What is GWMT
  - Adding site and verification
  - Setting Geo target location
  - Search queries analysis

- Filtering search queries
- External Links report
- Crawls stats and Errors
- Google Fetch
- Analyzing Spammy Backlinks
- Removing Spammy Backlinks
- Sitemaps
- Robots.txt
- HTML Suggestions
- Content Keywords
- Url parameters (Dynamic Sites only)

Session 08: Increase Your Traffic Using Schema
  - What is a schema in SEO?
  - Step by Step create Schema tag for website

Session 09: Local SEO
  - What is Local SEO
  - Importance of Local SEO
  - Submission to Google My Business
  - Strategy for Local SEO

Session 10: Reports and Management
  - Website Ranking Position Report
  - Weekly Audit Reporting
  - Business Quotation Reports for Client
How To Apply Google Analytics Exam
    Importance of Blogs
    Creation & Integration of Sitemaps
    Goole Analytics and web master integration
    Website analysis Check list

4 Search Engine Marketing (SEM/PPC/Google ADWORDS)

Introduction To Adword
- Introduction
- Paid vs. Organic Search
- How Google Adword Works
- Google Adwords Updates
- AdWords Formulae's

Google AdWord Overview
- Adwords PPC Interface
- Search Partners Network
- Geo Targeting
- Bid Strategy
- Google Ad Extensions
- Google AdWords Advanced Settings
- GDN
- Remarketing
- Link Adwords and Analytics
- Install conversional Tracking Code
- Install Remarketing Tracking Code
- Google's Adword Rules

Keyword Research
- What is SEM Keywords
- Importance of Keywords
- Keyword Strategy
- Keyword Match Types
- Best Practices for Keywords

- Know About Adword Tracking URL

Budgeting
- Setting Your Budget
- Payment Method Types
- Adding Amount To The Adword Account
- Update Your Billing Information
- **Get 2500 Free Advertising Credits**

Landing Page & Its Importance
- What is Lead Generation
- What are Landing Pages
- Elements of Landing pages
- Short form & Long form
- What are funnels
- A/B Split Testing using tools
- Creating Landing page using tools

Types Of ampaigning's
- Search Campaigning
- Display Campaigning
- Video Campaigning
- Apps Campaigning
- Product Based Campaigning
- Maps

campaigning
- Maps Campaigning
- Mobile Marketing Campaigning

Search Campaigning
- What is Search Campaigning
- How Search Campaigning Works
- Importance of Keyword Research Tool
- How To Create Your First Search Campaign
- How To Setup Targeting Groups
- Using Negative Targets
- Measuring Ad Performance
- Tips for Optimizing Search Ad Campaigning

Display Campaigning
- Introduction To Display Campaigning
- How Display Campaigning Works
- Setting up a Display Campaign
- Ad groups and targeting
- Create an adaptable ad
- Measuring Ad Performance
- Tips for Optimizing

Display Campaigning

Video Campaigning
- Introduction To Video Campaigning
- How YouTube Ads Works
- Types of Video Formats
- Linking your YouTube Channel to Your Adword Account
- How To Create Your First Video Campaign
- Targeted Location
- Setting CPV
- Targeting demographics
- Choosing interests and topics
- Measuring Ad Performance
- Tips for Optimizing Video Ad Campaigning

Universal Apps Campaigning
- Introduction To Apps Campaigning
- Types of App Promotions
- Linking your App Store to Your Adword Account
- How To Create Your First App Campaign
- **Measuring Ad Performance**
- **Tips for Optimizing Apps Ad Campaigning**

5 Social Media Optimization (SMO)

Introduction to Social Media
- Introduction To Social Media
- Why to promote on Social Media

Facebook Promotions
- Creating Fan page creation & Company or Brand Page or Business Page
- Group Creation/Join
- Event Creation
- Traffic Increase Techniques
- Analyzing Competitors Pages
- Tools For sharing in Groups

Google Plus Promotions
- Creation of Google Plus Page
- Communities Creation/Join
- Traffic Increase Techniques
- Checking Competitors Pages

Instagram Promotions
- Why Instagram and How to Get Started!
- LAUNCH a New Instagram Account
- Optimize your Instagram Bio & Profile Image
- Top 10 Things to Post on Instagram and When to Post!
- Increase your Instagram Followers using this technique
- Secret Tool for Growing an Instagram Following

LinkedIn Promotions
- Creating Your LinkedIn Profile
- Importance of Skills & Endorsements/Comments
- Market Your Profile on LinkedIn
- Company Page creation
- Groups Join
- Traffic Increase Techniques
- What Not To Do on LinkedIn
- How to look for jobs on LinkedIn?

Pinterest Promotions
- Knowing About Pinterest
- Setting Up Your Pinterest Account
- Optimizing Your Website Pinterest Friendly
- Importance Boards and Pins
- Creating Boards and Pins
- Strategies For Earning Followers
- Tools To Get More Followers
- Quick Method To Get 500+ Followers

Twitter Promotions
- Twitter Profile Creation
- Optimizing your Twitter Profile
- Interact on Twitter Tweets
- Twitter Hashtags & its importance
- How to Grow your Twitter Following!
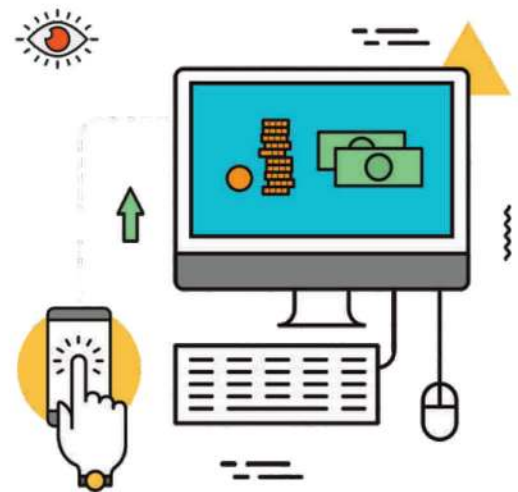
Adwords/PPC

Social Media

6 Social Media Marketing (SMM)

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Face book Marketing

- Introduction Face book Marketing
- Importance Facebook Image Guidelines
- Importance of Facebook Insights
- Facebook Ad Types

- **Facebook Ad Campaigns**
    - Facebook Ads: Boost your Post
    - Facebook Ads: Promote your page
    - Facebook Ads: Reach people near your business
    - Facebook Ads: Increase brand awareness
    - Facebook Ads: Send people to a Website
    - Facebook Ads: Get Installs of your app
    - Facebook Ads: Raise attendance at your event
    - Facebook Ads: Get video views
    - Facebook Ads: Collect leads for your business

- **Custom Audience & Its Importance**
    - What is Custom Audience
    - Importance of Custom Audience

- **Facebook Pixel & Its Importance**
    - What is Facebook Pixel
    - Importance of Facebook Pixel
    - How To Create Facebook Pixel

- **Advanced Facebook Tips**
    - Spy on Your Competitors on

Face book
- Managing your campaigns
- Performance & reporting
- Facebook Exam Tips

LinkedIn B2B Marketing

- Introduction To LinkedIn B2B Marketing
- LinkedIn company page Creation
- Setting up your LinkedIn Ad Campaigns
- LinkedIn's Ad Specs & advertising guidelines
- Creating direct sponsored content - Step by Step
- Creating a LinkedIn text ad - Step by Step
- Creating a LinkedIn In Mail Ad - Step by Step
- Managing your campaigns
- Performance & reporting

7 Email Marketing

Introduction To Email Marketing

Email Marketing Service Providers
- a. Knowing about Service Provider
- b. Selecting Service Provider

Email Marketing Tools List
- a. Email Grabbing Tools List
- b. Techniques To Collect Email ID's
- c. Filtering the Email Data Base

Setting up Email Campaigning
- a. Importance of Subject Lines
- b. Selecting Email Campaigning type

- c. Trigger your First Email Campaigning
- d. Analyzing Email Campaigning
- e. Building Your Targeted Customers

Finally My Email Marketing Secret Reveled
- a. **Send Mail Directly to Inbox**
- b. **100+ Email Subject lines**

Conclusion
- How To Apply Email Marketing Exam
- Tips To Increase Subscribers
- Best Time to Send Email
- Points To Remember Before Sending Mails
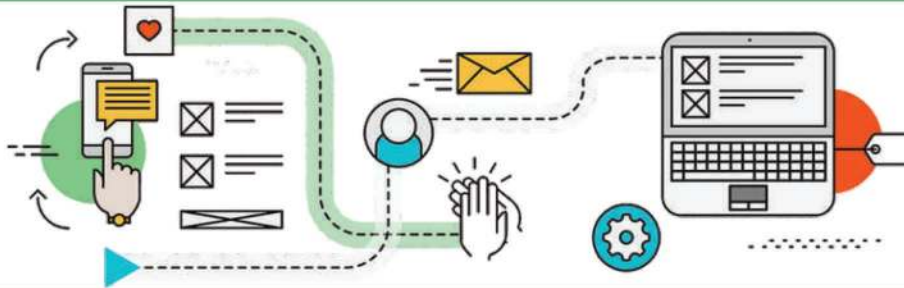
8 Online Reputation Management

Introduction to ORM

ORM Importance

Understanding ORM Concepts

Dealing with criticism online

Top 10 ORM Commandments

Creating positive brand image online

Monitoring Tools for ORM

Top Examples of ORM

What Are People Saying About You Company

9 Google Analytics

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Overview of Google analytics

How Google analytics works

Overview of Google analytics structure

Importance of analytics insights

Importance of cookie tracking

Google Analytics Cookie Usage on Websites

Google analytics account set up

Integration of analytics code in website

Importance of goals and conversions

How to setup goals conversions?

Bounce Rate & Exit Rate Importance

Importance of funnels

Set up funnels in goals

Integrating adwords and analytics account

Marketing Strategies via Google analytics

Introduction to Tag Manager

How to set up link tagging

Importance of filters and segments

Monitoring traffic sources & behavior

Web Analytics Reports

Google Analytics

10 Content Marketing

Introduction to Content Marketing

Successful Content Marketing

Plan Long Term

Observe Other Examples

Media You create to share your brand's story online

How Measuring the Success in Content Marketing

Building Buzz

Adding Customers

Making Money

Important Platforms and Tools for effective Content

Top Content marketing strategy process

How to write Excellent content

Keyword R&D for Content Marketing

Optimizing content for search engines

How to market your own content

How to use content in Email Marketing

Best ways to write attractive headlines & Subjects.

Top examples of attractive headlines & Subjects.

Content is KING

11 Making Money with Adsense & Blogging

Adsense Overview?

Getting Approved from Google Adsense?

Google Adsense approval Tips & Tricks

Getting into Adsence Account

Knowing the Structure of Adsence Account

Importance of Placing Ads on your Web & Blog

Make Money Online : Secret Methods

14 Affiliate Marketing

About Affiliate Marketing

Models of Affiliate Marketing

How to generate Leads and convert leads

Affiliate Marketing Strategies and secrets

Getting started as an affiliate

How to make money in affiliate marketing

Top affiliate networks

How to get approved as an affiliate by top affiliate networks

15 Aso App Store Optimization

What is ASO?

Why you need App Store Optimization

Apple App Store vs. Google Play Store

Keyword Research using Tools

Importance of App Title

Why App Icon App Icon & Design

Importance of Description

Create Screenshots and Videos that get downloads

→ Digital Marketing Executive

→ SEO Analyst

→ Social Media Analyst

→ Google Adword Analyst

→ Content Marketing Executive

→ Online Reputation Executive

→ Freelancer

→ Affiliate Marketor

→ Email Marketing Executive

No of JOB'S

B.Tech	MBA	MCA	Degree	Digital Marketing Course
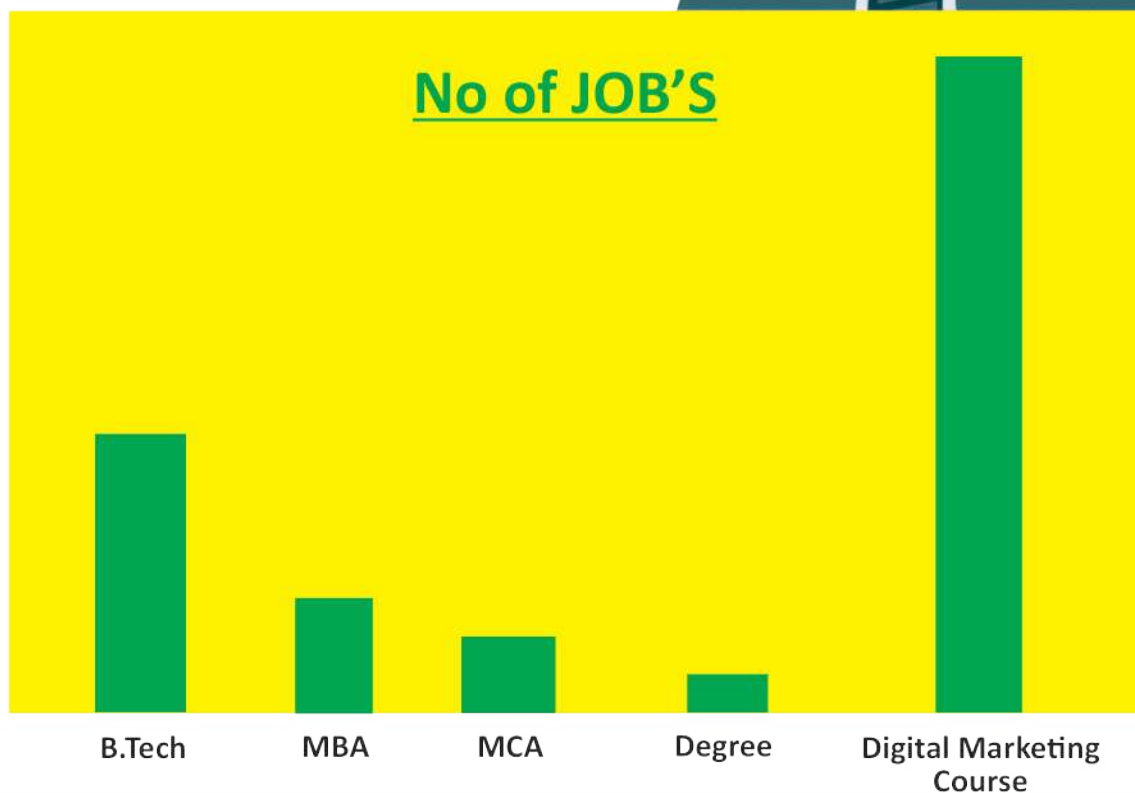
India Need 30 Lacs more people in next 4 Years

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Srikanth PV

The bearer of this certificate is hereby deemed fully capable and skilled in the Inbound Sales Methodology. They have been tested on best practices and are capable of applying them to identify, connect, explore, and advise potential buyers.

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HubSpot Academy

CEO Brian Halligan

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Pv Srikanth

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VALID THROUGH
29 May 2018

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Google AdWords

AdWords Search Certification

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VALID THROUGH
29 May 2018

Google

Google AdWords

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HARSHA VARDHAN

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VALID THROUGH
29 May 2018

Google

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This certificate is awarded to

Harsha Vardhan

of

Digital Floats

in recognition of your Bing Ads Accredited Professional status.

June 24, 2017

■■ **Microsoft**

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AdWords Display Certification

HARSHA VARDHAN

is awarded this certificate for passing the AdWords Fundamentals and Display Advertising exams.

VALID THROUGH
29 May 2018

Google

Quazim Shaiekh
★★★★★

After attending demo classes i got awareness about digital marketing and immdediately joined in this course where iam getting outstanding training from real time experience trainers. And i have confidence that i can start my career as digital marketer after completion of this course. Faculty and management are very supportive and computer lab is provided for flexible hours to practice.

Digital Naresh
★★★★★

I am Naresh. I completed my Digital marketing training in Digital Floats Institute. Trainer was very good for our batch. After completed my course in Digital Floats, now I am having knowledge about Digital marketing. So, in my view Digital Floats Training Institute is very good institute in Hyderabad. And special thanks for providing the training materials.

Yadvendra
★★★★★

Thank You Digital Floats I have learned digital marketing form here with live project it was a great experience and now I am placed in a good company with good salary.

Omkar B
★★★★☆

Creative mines is a digital floats institute that have been effectively functioning to gain more knowledge for students. Well experienced faculty with good attitude and knowledge. They make their students follow a practical approach and let them handle live projects ,while learning digital floats also offers job placements to their students .

Nikhil Reddy Pendru
★★★★★

It was indeed a worthy learning experience at Digital Floats. The topics has been inculcated effortlessly having left us with a trillion opportunities to endeavour in the near future. For those who are seeking a career in digital marketing, I recommend the advance digital marketing course at Digital Floats.

Shrikant Pawar
★★★★★

Digital marketing is an era now days and it is increasing significantly.if you want learn the digital marketing practically so for that digital floats is the best institute you will get all kinds of knowledge related to the digital marketing .they provide good lab facility and staff members also cooperate always . i have got good knowledge from this institute.

Kumar Venkata reddy
★★★★★

Srikanth sir's teaching is very good.it is more practical than theoretical.i am very much happy for the decision to join in digital floats.each and every module in digital marketing is explained very thoroughly.

Why are you waiting Guys Let's Start your Dream Career With Us !!!

About Placements :

Digital Floats has its own Placement Assistance team with fully equipped and with professionals who has the expertise and network in assisting our students in their placements. This is free supportive service which is made available for the benifit of the successful and eligible students. It has no financial and / or legal implication in relation to this service and / or in the event of the non - provision of the same.

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DEMO'S On
Every Wednesday & Saturday

100 % Placement Assistance

Contact Us

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