



Opening Doors To **Digital Future**

TOGETHER SINCE-2016

Devweb Technology - **IT & Digital marketing Company** in Rajkot provides the best Certification training course on SEO, SMM & Digital Marketing on live projects.

Trends Collaborate Innovation

LIVE IT PROJECT TRAINING **Digital Marketing Course**

Job Oriented Courses For Digital Marketing 2020
Our course is 100% practical oriented



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www.training.devwebtechnology.com



Devweb Technology (an ISO 900:2015 certified company) is a professionally managed team of developers and designers who love to take your business sky-high with the most innovative approach and ideas.

OUR VISION

As an established company now, we visualize our success in becoming a top-notch IT company and training Center for a plethora of skills and technologies.

Keeping our customer's satisfaction at the Center, we also provide the best platform for the fresh talents to learn, nurture, and grow.

Make your Career in Devweb Technology

Devweb Technology Learning is one of the leading training institutes in India. Since 2016, the institute has successfully trained 100+ students through its wide range of education centres located in Rajkot Gujarat Coming soon Ahmedabad, surat baroda.

Devweb Technology IT and training institute provides computer & IT management courses for students Our training opens doors to exciting careers in technical support, facility.

we will give you iso certified course.

OUR MISSION

To provide the most effective and friendly computer training which will result in productive and satisfied users of all levels.

Way to Web aims at delivering cutting-edge web solutions to the clients and helping them capitalize the optimum power of the IT technologies. We ensure all our designing and development assignments are enhancing performance and revenues of your business.

Our training programs are specifically designed to train candidates to work in the industry as soon as they complete training.

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Our Achievement



**Devweb Technology MOU Zambia ,Togo, US,Africa
And Other International Company
Regarding IT Project Mou With Devweb technology
Participate International Trade Show India.**

Participate Exhibition

NO- 1 IT & Digital Marketing Solution



Devweb Technology is the world's Leading progressive business media brand, with a unique editorial focus on innovation in technology, leadership, and design. & Development Company India





Technology

Digital Marketing COURSE





Digital Marketing Course

SEO Modules

Search Engine Optimization



[Digital Marketing -SEO Course Details]

Module -1 [A complete introduction of SEO]

- ◆ What is SEO
- ◆ A complete introduction of SEO
- ◆ Types of SEO- White/Black/Grey SEO
- ◆ Basic SEO Word Introduction
- ◆ Need of SEO
- ◆ Benefits of SEO
- ◆ SEO Strategy for Business
- ◆ Google Algorithm updates 2015
- ◆ Advanced Keyword Research

Module-2 [Information Gathering (Creation and Report Tools

- ◆ Server Hosting / domain name overview
- ◆ factors to get first page rank on Google search results
- ◆ Basic Website SEO Planning etc...
- ◆ PA / DA / Page Rank / Do follow / Sandbox etc.
- ◆ Video Creation / Rich Content / Pdf / PPT / Infographics
- ◆ Tools and Updates (40+ Tools)Using SEO Like Content Writing | Audit Report | Keyword Research tools etc.... Using free Tools

Module -3 [Basic tips and introduction Of SEO]

- ◆ Content Writing Tips & Strategy
- ◆ Latest Google Algorithms
- ◆ SWOT Analysis



[Digital Marketing -SEO Course Details]

Module -4 [On-Page SEO separates in the following things:]

- ◆ Website Analysis
- ◆ SEO Title tag Optimization
- ◆ Image Alt Tag Optimization
- ◆ H1 H2 Tag Optimization
- ◆ Content Optimization
- ◆ Meta Keyword
- ◆ Meta Description
- ◆ Open Graph(OG Tag)
- ◆ Header Tags Optimization
- ◆ Integration Code Webmaster
- ◆ Integration Code Google Analytics
- ◆ Anchor Links Optimization
- ◆ URL Optimization
- ◆ 404- Broken Links
- ◆ Keyword Proximity, Density.
- ◆ Schema Markup
- ◆ Web page Speed Analysis
- ◆ 301 Redirect
- ◆ Keyword Placement
- ◆ Pre Optimization Report
- ◆ Competitors' website analysis
- ◆ Rewriting robot.txt friendly text
- ◆ URL Selection
- ◆ Seo Website Architecture Planning
- ◆ Sitemap for link Optimization
- ◆ XML Sitemap Creation
- ◆ htaccess File Setting



[Digital Marketing -SEO Course Details]

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[Digital Marketing -SEO Course Details]

Module -5 [OFF-PAGE SEO separates in the following things:]

- ◆ What is Link Building
- ◆ Types of Link Building
- ◆ Link Building Guidelines
- ◆ Do Follow and No Follow Link
- ◆ Website DA & PA
- ◆ Local SEO
- ◆ Social Bookmarking
- ◆ SE Submission
- ◆ Directory Submission
- ◆ Image Submission
- ◆ YouTube Video Submission
- ◆ Blogging Creation
- ◆ Backlink Audit

Module -6 [SEO TOOLS] 30 + Tools Using

- ◆ Google Pagespeed Insights.
- ◆ Keywordtool.io.
- ◆ Basic Google Analytics.
- ◆ Google webmaster tools
- ◆ Bing webmaster tools.
- ◆ Open Site Explorer. Free
- ◆ Google keyword planner.
- ◆ Google.com in an Incognito window.
- ◆ Google Trends.
- ◆ Google Schema Tester
- ◆ Live Practical Training Only
- ◆ Certifications(ISO Qualified Certificate 2009- 2015)



Digital Marketing Course

Digital Marketing Advance Module



Digital Marketing Course Details

Module -1 [Fundamentals Digital Marketing]

- ◆ Introduction of the digital marketing•
- ◆ Digital Marketing Fundamentals
- ◆ Marketing v/s Sales
- ◆ Marketing Mix and 4 Ps o
- ◆ Digital vs. Real Marketing•
- ◆ Inbound vs Outbound Marketing
- ◆ Understanding Traffic
- ◆ Understanding Leads
- ◆ Strategic Flow for Marketing Activities

Module-2 [Information (Creation and Report Tools)]

- ◆ Basic Digital Marketing Planning etc...
- ◆ Sales Video Creation / Rich Content / Hastag Creation
- ◆ Social Media Content Creat

Module -3 [Basic tips and introduction]

- ◆ Content management
- ◆ SWOT Analysis
- ◆ Target group in Social Media
- ◆ EXERCISE: Define a target group (working in groups)



Digital Marketing Course Details

Module -4 [Social Media Marketing]

- ◆ Introduction of the Social Media marketing
- ◆ Facebook Marketing
- ◆ Instagram Marketing
- ◆ Twitter Marketing
- ◆ LinkedIn Marketing
- ◆ Pinterest Marketing
- ◆ Social Media Marketing Overview
- ◆ Strategic Flow for Marketing Activities

Module-5 [Email Marketing]

- ◆ Introduction Email
- ◆ Email Design
- ◆ Email Marketing Plan
- ◆ Email Marketing

Module -6 [PPC Marketing(Paid Promotion)]

- ◆ Creating initial digital marketing
- ◆ Basic Overview Of PPC
- ◆ What is PPC
- ◆ Google Adwords Paid Ads(Search ads)
- ◆ Adwords Account Management
- ◆ What is Facebook Ads
- ◆ Facebook Paid Ads



Digital Marketing Course Details

Module -6 [Digital Marketing]

- ◆ Affiliate Marketing
- ◆ Video (Youtube Marketing)
- ◆ Mobile App Advertising
- ◆ Quora Marketing
- ◆ Story Telling For Business Marketing
- ◆ Video Editing
- ◆ Podcast Marketing
- ◆ Inbound And Content Marketing
- ◆ Advanced Digital Marketing Tools

Module -7 [Website Introduce]

- ◆ Landing Page Optimization
- ◆ Content Marketing
- ◆ Lead generation
- ◆ Website Structure Intro



Who can Learn

Who Can Learn Digital Marketing Course/Training?

Professionals

If you are working with any firm, looking for promotion and salary hike or want to do more lead generation and increase sales for your organization. Grow your career.

Students

If you are a student in the final year or already a graduate from any stream and looking for a better job opportunity for your bright career. Grow Your dream job Digital Marketing Very Important to get easy to job.

Business Owners

If you are a business owner or looking for fresh startup of your own business with great marketing plans which can give you more brand awareness, lead generation and sales, Promote Your business by self. Grow your Organization Increase your business sales.



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Digital Marketing Course Details

Why Choose Devweb Technology For Digital Marketing Course

Practice Live on Website

Certified Industry Expert

Weekdays & Weekend Batches

Flexible Batch Timings

80% Practical Training & 20% Theory

EMI Available



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Digital Marketing Course Details

Course Duration of digital marketing

Course details [Regular Betch]

Name of the course: **Digital Marketing Course**

Duration of the course: **Minimum 60 days & Maximum Unlimited Timing:**
We are always available for support

Timing for the course: **100 hours**
Lecture Time: **Daily 2 hours**

Course details [Weekend Betch]

Duration of the course: **Minimum 7 Week & Maximum Unlimited Timing:**
We are always available for support

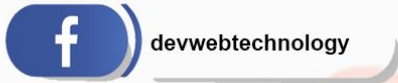
Timing for the course: **70 hours**
Lecture Time: **Every Week 10 hours**

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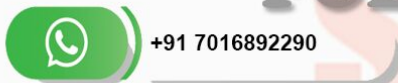
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Hours: Open 10am ,Closes 7:30PM



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