



Online & Offline  
**DIGITAL  
MARKETING  
COURSE**

**100% JOB ASSISTANCE**

*Duration: 90 Days*

TRAINING ON LIVE PROJECT WITH INTERNSHIP

Learn **DIGITAL MARKETING**,  
Become a Successful  
**DIGITAL MARKETER**

**WHO CAN JOIN?**

- ✓ HOUSEWIVES
- ✓ STUDENTS
- ✓ ANY GRADUATES

Startup Icons is a renowned digital marketing training and service agency with hands-on approach for digital marketing training, WordPress Website Design with SEO course on-page and off-page, Social Media Marketing course and Google AdWords course. We have designed our Online digital marketing courses to cater to those from all walks of life: students, working professionals and entrepreneurs.

**ATTEND A FREE DEMO**

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## DIGITAL MARKETING

- What is Marketing?
- How we do Marketing?
- What is Digital Marketing?
- Benefits of Digital marketing
- Digital marketing platforms
- Traditional Vs. Digital Marketing
- Defining Marketing Goals
- Latest Digital marketing trends
- Case studies Digital Campaigns

## WEBDESIGN WITH WORDPRESS

- What is Website?
- What is Domain Name
- Types of Domains
- Domain name suggestions
- Premium Domains
- Register a Domain Name
- Web Hosting Concepts
- Domain/Hosting Business
- Types of Websites
- HTML, CSS and Java Script
- Popular CMS
- What is WordPress
- Benefits of using WP
- WordPress Installation
- Admin Interface Basics
- Default Settings in WP
- Types of Themes
- Theme Settings, Customization
- Managing Themes
- Content management in WP
- Categories, Tags and Posts
- Pages and Sub Pages
- Custom Content Types
- Adding a menu to the website
- Plugins and Widgets
- Using Plugins in Site
- Adding widgets to the website
- The Best Plugins in WP
- Practical WordPress Project Example

## SEARCH ENGINE OPTIMIZATION

### UNDERSTANDING SEO

- Fundamentals of SEO
- How the search engine works?
- Components of Search Engines
- Google Algorithms
- Google Results Page
- Major/Minor Algorithm Updates
- Panda, Penguin, Rank Brain,
- Medic, BRET, Core Update 2020
- Recent Changes in Search Algorithms

### KEYWORD SEARCH/COMPETITION

- Introduction Keyword Research
- Types of Keywords
- Keyword Research Methodology

- Business Analysis
- Product/Services Categorization
- Google Keyword Planner Tool
- In-depth Analysis with Keyword Planner
- Other Keyword Tools
- Competition Analysis
- Manual Competition Analysis
- Paid Competition Analysis tools
- Finalizing the Keywords List

### ONPAGE OPTIMIZATION

- Introduction to On page
- On page Analysis Methodology
- Fundamental On-page Factors
- Domain name in SEO
- Importance of HTTPS
- URL Optimization
- Title Tag Optimization
- Meta Tags Optimization
- Content Optimization
- Heading optimization
- Internal Links
- Image Optimization
- Social Signals & Footer

### TECHNICAL ONPAGE SEO

- Website Speed Optimization
- Speed Analysis Tools
- Sitemaps Generation
- Robots.txt File
- URL Redirecting Techniques
- Canonical Links
- Rich Snippets
- New Updates in On page.

### GOOGLE SEARCH CONSOLE

- What is Search Console
- Features of Search Console
- Site Verification Process
- Location Targeting
- Search Performance Tool
- Link Analysis Tool
- Manual Actions
- Sitemaps Tool
- Fetch as Google Tool
- Crawl Errors Analysis
- Latest updates - Search Console

### OFFPAGE OPTIMIZATION

- Introduction to Off page (Link Building)
- Link Building Guidelines
- Types of Backlinks
- Link Analysis Tools
- Directory Submissions
- Local Business Submission
- Classified Posting
- Q & A Backlinks
- Blogging & Blog Comments
- Guest Blogging
- Press Release
- Document Sharing
- Other Advanced Strategies

### LOCAL SEO

- What is Local SEO?
- Importance of Local SEO
- Submission - Google My Business
- Optimizing the GMB Profile
- Local SEO Ranking Signals

- Local SEO Negative Signals
- Citations & Local Submissions
- Google My Business Analytics

### ALGORITHM RECOVERY PROCESS

- Types of Penalties
- Manual Actions
- Apply for Reconsideration
- Algorithm Update Recovery Method
- Compare the Before/After date
- Panda recovery process
- Penguin recovery process
- Mobile friendly update
- How to use Disavow Tool



## GOOGLE ADS (PAY PER CLICK)

- Introduction to Paid Advertising
- Google Ads Account setup
- Interface Tour and Billing Settings
- Account Structure
- PPC Campaign Settings
- Ad Group setup
- Keyword Match Types
- Keyword Research Tools
- Ad Formats & Guidelines
- Ad Extensions
- Understanding Ad Auction
- What is Quality Score
- Factors to improve Quality Score
- Actual CPC Calculation
- Types of CPC's
- Bidding strategies
- What is Conversion?
- Implementing conversion tracking
- Calculating ROI
- What is DSA ?
- Create a DSA Campaign?
- Segments and Filters
- Search Terms and Ad Auctions
- Customization Tools
- Generating Reports

### GOOGLE ADS EXPRESS

- What is Ads Express (Smart Campaign)
- Benefits of Smart Campaign
- Creating Campaign for Local Results
- Bidding & Budgets Setup
- Ad Creation
- Reports

## DISPLAY ADS & REMARKETING

### DISPLAY ADS

- What is Display Advertising
- How Display Ads Works
- Creating a Display Campaign
- Bidding Strategies
- Targeting Option in Display Network
- Exclusion options
- Ad Formats and Sizes
- Conversion Tracking
- Display campaign reporting

## REMARKETING

- What is Remarketing?
- Benefits of Remarketing Strategy
- Types of Remarketing Audience
- Building Remarketing List
- Building Custom Audience List
- Creating Remarketing Campaign
- Remarketing Ads Design
- Dynamic Ads
- Remarketing Lists for Search Ads (RLSA)

## MOBILE MARKETING

- State of Mobile Usage
- Benefits of Mobile Marketing
- Mobile Marketing Goals
- App Creation Strategy
- App Optimization Service (AOS)
- Universal App Campaign
- Call Only Campaign
- Conversion Tracking
- Reporting in Mobile Ads

## VIDEO MARKETING (YOUTUBE ADS)

- Importance of Video Marketing
- Types of YouTube Ads
- Location Targeting
- Bidding Strategies
- Automatic Targeting
- Adgroups Setup
- Targeting Options in Video Ads
- Types of Ad Formats
- Ads Cost Options
- Measuring the Results of Campaign
- Conversion Tracking

## ADVANCED FEATURES

- Google Account Access
- Access Levels
- My Client Centre (MCC)
- Google Ads Editor
- Export / Import Details
- Shared Library Features

## GOOGLE ADS CERTIFICATIONS

- Types of Certification
- Google Ads Individual Certification
- Register on Academy for Ads
- 6 Certification Exams
- Mock Exam Preparation
- Google Partner Certificate
- Eligibility Criteria for Partner Exam
- Register as Google Partner

## INTRODUCTION TO BING

- Introduction to Bing Ads
- Creating Bing Ads Account
- Bing Ads Campaign
- Exporting the Campaigns
- Generating Reports
- Bing Ads Certification

## SOCIAL MEDIA MARKETING

## INTRODUCTION TO SMM

- What is Social Media?
- Benefits of using SMM
- Social Media Statistics
- Goals of Social Media Marketing



## FACEBOOK MARKETING

- Types of Facebook Account
- Personal Account Setup
- Facebook business page setup
- Types of Business pages
- Cover Photo/Video Design
- Page Settings & Options
- How to Increase Facebook Likes
- Facebook Content Strategy
- Types of Posts and Statistics
- Examples of Creative Posts
- Designing FB Posts
- User engagement metrics
- Facebook Insights
- Facebook Groups
- Facebook Apps

## FACEBOOK ADVERTISING

- What is Facebook Ads
- Types of Objectives
- Popular Ads Campaigns
- Defining Target Audience
- Types of Targeting
- Bidding & Budget Settings
- Types of Ads
- Designing FB Ads
- Setup of Facebook Pixel
- Conversion Tracking Pixel
- Remarketing Strategy
- Reports & Analytics



## TWITTER ADVERTISING

- What is Twitter?
- Benefits of Twitter
- How brands use Twitter
- Customizing the profile
- Profile Photo & Header Image
- Types of Tweets
- Content strategy for Twitter
- How to increase Followers
- Post your First Tweet
- Analysis of Big Brands
- What is HashTag?
- Hashtags and its uses
- How to use Trending #Tags
- Tools for Twitter marketing
- Twitter Analytics

## TWITTER ADS

- Setup Twitter Ads Account
- Types, Create your & Followers Campaign
- Traffic & Conversion Campaign
- Targeting Options - Bidding & Budget
- Twitter Ad Format
- Image Ads - Video Ads, Twitter Cards
- Conversion Tracking
- Measuring Results (KPI's)
- Remarketing Strategy
- Targeting Remarketing Audience



## YOUTUBE MARKETING

- What is Video Marketing
- Statistics of Video Marketing
- Creating Channel in YouTube
- Customizing the YouTube Channel
- Types of Video Formats
- Create video marketing strategy
- Upload the First Video
- Video Optimizing Tips
- Video Settings
- Cards, End Screens & Sub Titles
- How to use Playlists
- YouTube Creator Studio
- Features of Creator Studio
- YouTube Analytics
- Increasing Subscribers
- Understanding copyrights and spam



## LINKEDIN MARKETING

- What is LinkedIn?
- Benefits of LinkedIn Network
- Create a LinkedIn profile
- Optimizing the profile
- Skills and Endorsements
- Creating new connections
- Posting content in profile
- LinkedIn Groups
- Finding Jobs on LinkedIn
- Creating company page
- Customization of page
- Posting on LinkedIn Page

## LINKEDIN ADS

- Why LinkedIn Ads
- Types of Campaigns
- Creating a Campaign
- Bidding & Budget
- Target Audience Settings
- Types of Ads
- Leads Generation Campaign



## INSTAGRAM MARKETING

- What is Instagram
- Instagram statistics
- How Brands use Instagram
- Creating Instagram Account
- Types of Instagram Accounts
- Linking Instagram with Facebook
- Tour of Instagram App
- What works in Instagram
- Types of Content (Posts & Stories)
- Post Designing Tools
- Stories & Highlights
- Importance of Hashtags
- How to use Hashtags
- Popular Tools for Instagram
- Engagement Metrics
- Instagram Analytics
- Instagram Ads
- Types of Campaign
- Creating your Campaign
- Measuring Results



# BEST DIGITAL MARKETING SERVICE IN HYDERABAD

## OUR CORE SERVICES

- ✓ DOMAIN
- ✓ HOSTING
- ✓ WEBSITE DESIGNS
- ✓ LOGO DESIGN
- ✓ GOOGLE MY BUSINESS
- ✓ LOCAL SEO
- ✓ WEBSITE SEO
- ✓ SOCIAL MEDIA OPTIMIZATION
- ✓ SOCIAL MEDIA MARKETING
- ✓ PAY PER CLICK
- ✓ GOOGLE ADS
- ✓ SEARCH ENGINE MARKETING
- ✓ BRANDING
- ✓ LEAD GENERATION
- ✓ CONTENT WRITING

## OUR CLIENTS



YOU HAVE **BUSINESS** WE HAVE THE BEST **MARKETING STRATEGY**

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