

Advance Diploma In Digital Marketing

Diploma in Search Engine Optimization (SEO)

Module 1: Introduction to SEO

- Basics of Search Engines
- How Google Search Works
- Introduction to SEO
- Types of SEO
 - On-Page SEO
 - Off-Page SEO
 - Technical SEO
 - Local SEO
- SEO Terminologies
- Organic vs Paid Traffic
- SEO Ranking Factors
- Understanding SERP Features

Module 2: Keyword Research & Competitor Analysis

- Keyword Research Fundamentals
- Short Tail vs Long Tail Keywords
- Search Intent Analysis
- Competitor Keyword Research
- Keyword Difficulty Analysis
- LSI Keywords
- Trending Keyword Research
- Niche Research Techniques

Tools Covered

- Google Keyword Planner
- Google Trends
- Ubersuggest
- SEMrush

Module 3: On-Page SEO

- Website Structure Optimization
- URL Optimization
- Meta Title & Meta Description Writing
- Header Tags Optimization
- Keyword Placement Strategy
- Internal Linking
- Image Optimization
- Alt Tags Optimization
- Content Optimization

- Schema Markup Basics
- SEO Friendly Content Writing
- Anchor Text Optimization

Module 4: Technical SEO

- Website Crawling & Indexing
- XML Sitemap Creation
- Robots.txt Optimization
- Canonical Tags
- Broken Link Analysis
- Redirects (301 & 302)
- HTTPS & Website Security
- Mobile SEO
- Core Web Vitals
- Page Speed Optimization
- Duplicate Content Issues
- Structured Data Implementation

Tools Covered

- Google Search Console
- PageSpeed Insights
- Screaming Frog SEO Spider

Module 5: Content SEO

- SEO Content Strategy
- Blog Optimization
- Content Planning
- Pillar Content & Topic Clusters
- AI Content Optimization
- E-E-A-T Concept
- Content Freshness Strategy
- Featured Snippet Optimization
- Voice Search SEO

Module 6: Off-Page SEO & Link Building

- Introduction to Backlinks
- Types of Backlinks
- White Hat vs Black Hat SEO
- Link Building Strategies
- Guest Posting
- Directory Submission
- Social Bookmarking
- Blog Commenting
- Forum Submission

- Press Release Submission
- Profile Creation
- Article Submission
- Video Submission
- Influencer Outreach

Module 7: Local SEO

- Google Business Profile Setup
- Local Citation Building
- Google Maps Ranking
- Review Management
- Local Keyword Targeting
- NAP Consistency
- Local SEO Audit
- Hyperlocal SEO Strategies

Tools Covered

- Google Business Profile
- Google Maps

Module 8: E-commerce SEO

- Product Page Optimization
- Category Page SEO
- Shopify SEO Basics
- WooCommerce SEO
- Product Schema
- E-commerce Site Architecture
- SEO for Marketplaces

Module 9: WordPress SEO

- SEO Plugins Setup
- Yoast SEO Configuration
- Rank Math SEO Setup
- SEO Friendly Theme Structure
- Blog Optimization in WordPress
- Speed Optimization

Tools Covered

- WordPress
- Yoast SEO
- Rank Math

Module 10: SEO Analytics & Reporting

- SEO Audit Techniques
- Traffic Analysis
- Keyword Ranking Reports
- Backlink Analysis
- Competitor Tracking
- SEO KPIs
- Monthly SEO Reporting
- ROI Measurement

Tools Covered

- Google Analytics 4
- Ahrefs

Module 11: AI Tools for SEO

- ChatGPT for SEO
- AI Content Writing
- AI Keyword Research
- AI Meta Tag Generation
- AI Blog Optimization
- SEO Automation Tools

Tools Covered

- ChatGPT
- Surfer SEO

Module 12: Live Projects & Practical Training

- Real Website SEO Audit
- On-Page SEO Implementation
- Backlink Creation Practice
- Google Search Console Setup
- Blog Optimization Project
- Keyword Research Assignment
- Competitor Analysis Project

Diploma in Social Media Management

Module 1: Introduction to Digital & Social Media Marketing

- Basics of Digital Marketing
- Evolution of Social Media
- Types of Social Media Platforms

- Social Media Trends in India & Global Market
- Understanding Consumer Behavior Online
- Social Media Marketing Funnel
- Personal Branding vs Business Branding

Module 2: Social Media Platforms Overview

Facebook Marketing

- Facebook Business Manager Setup
- Facebook Page Optimization
- Audience Targeting
- Facebook Groups Marketing
- Facebook Marketplace Promotion

Instagram Marketing

- Instagram Business Profile Setup
- Reels Marketing Strategy
- Hashtag Research
- Influencer Collaboration
- Instagram Stories & Highlights

LinkedIn Marketing

- LinkedIn Profile Optimization
- B2B Lead Generation
- LinkedIn Company Page Management
- LinkedIn Content Strategy
- LinkedIn Ads Introduction

YouTube Marketing

- YouTube Channel Setup
- Video SEO
- Thumbnail Optimization
- Shorts Strategy
- Monetization Basics

Twitter (X) Marketing

- Trend Marketing
- Hashtag Campaigns
- Brand Engagement

Module 3: Content Creation & Strategy

- Content Marketing Fundamentals
- Content Calendar Planning
- Copywriting for Social Media

- Caption Writing Techniques
- CTA (Call to Action) Writing
- Viral Content Strategy
- Meme Marketing
- Storytelling Techniques

Module 4: Graphic Designing for Social Media

- Canva Designing
- Basic Photoshop Introduction
- Social Media Post Design
- Banner & Cover Design
- Reels Thumbnail Design
- Branding Guidelines
- AI Tools for Designing

Module 5: Video Marketing & Reels Creation

- Short Video Strategy
- Reels Editing Techniques
- Mobile Video Editing Apps
- AI Video Tools
- YouTube Shorts Creation
- Trending Audio Research
- Video Script Writing

Module 6: Social Media Advertising (Paid Ads)

Meta Ads (Facebook & Instagram)

- Ads Manager Setup
- Campaign Objectives
- Audience Targeting
- Pixel Setup
- Conversion Tracking
- Lead Generation Ads
- Remarketing Ads

LinkedIn Ads

- Sponsored Content
- Lead Generation Forms
- B2B Campaign Strategy

YouTube Ads

- Video Campaign Setup
- Skippable & Non-Skippable Ads
- Audience Targeting

Module 7: Social Media Analytics & Reporting

- Facebook Insights
- Instagram Analytics
- Google Analytics Basics
- Social Media KPI Tracking
- Engagement Metrics
- ROI Calculation
- Monthly Reporting Format

Module 8: Influencer & Brand Marketing

- Influencer Marketing Basics
- Finding Influencers
- Collaboration Strategy
- Brand Promotion Campaigns
- Affiliate Marketing Introduction

Module 10: AI Tools for Social Media Marketing

- ChatGPT for Content Creation
- AI Caption Generators
- AI Image Generation Tools
- AI Video Editing Tools
- Automation Tools

Module 12: Live Projects & Internship

- Real Client Campaign Management
- Social Media Audit
- Ad Campaign Execution
- Content Calendar Creation
- Final Project Submission

Course Duration

- 2 Months
- Online + Offline Classes

Tools Covered

- Canva
- Google Analytics
- ChatGPT
- Buffer / Hootsuite

Diploma in Paid Campaigns Management

Module 1: Introduction to Paid Advertising

- Basics of Digital Advertising
- Understanding Paid Marketing Channels
- PPC (Pay Per Click) Fundamentals
- CPC, CPM, CPA, CPL & ROAS Concepts
- Digital Advertising Funnel
- Audience Targeting Basics
- Campaign Objectives & Strategy

Module 2: Google Ads Fundamentals

- Introduction to Google Ads
- Google Ads Account Setup
- Billing & Payment Settings
- Campaign Structure
- Keyword Match Types
- Ad Rank & Quality Score
- Conversion Tracking Setup
- Google Tag Installation

Module 3: Google Search Ads

- Search Campaign Setup
- Keyword Research Techniques
- Competitor Analysis
- Responsive Search Ads
- Ad Extensions
- Dynamic Search Ads
- Bid Strategies
- Lead Generation Campaigns
- Call Campaigns
- Search Campaign Optimization

Module 4: Google Display Ads

- Display Campaign Setup
- Banner Ads Creation
- Audience Segmentation
- Custom Intent Audience
- Remarketing Ads
- Placement Targeting
- Display Campaign Optimization

Module 5: YouTube Video Advertising

- Introduction to YouTube Ads
- Video Campaign Setup
- Skippable & Non-Skippable Ads
- YouTube Shorts Ads
- Video Targeting Options
- Video Remarketing
- Video Ad Script Strategy
- YouTube Ads Optimization

Module 6: Shopping & Performance Max Campaigns

- Google Merchant Center Setup
- Product Feed Optimization
- Shopping Ads Setup
- Performance Max Campaigns
- E-commerce Advertising Strategy
- ROAS Optimization
- Dynamic Remarketing

Module 7: Meta Ads (Facebook & Instagram Ads)

- Introduction to Meta Ads Manager
- Facebook Business Manager Setup
- Ad Account Setup
- Meta Pixel Installation
- Campaign Objectives
- Audience Targeting
- Lookalike Audience
- Custom Audience
- Lead Generation Ads
- Traffic Ads
- Conversion Ads
- WhatsApp Lead Ads
- Instagram Reels Ads
- Carousel & Video Ads
- Meta Ads Optimization

Module 8: LinkedIn Advertising

- Introduction to LinkedIn Campaign Manager
- LinkedIn Ads Setup
- B2B Audience Targeting
- Sponsored Content Ads
- Lead Generation Forms
- Message Ads
- LinkedIn Ads Optimization

Module 9: Remarketing & Retargeting

- Website Remarketing Setup
- Audience Segmentation
- Dynamic Remarketing
- Funnel-Based Retargeting
- Cross Platform Retargeting
- Cart Abandonment Strategy

Module 10: Landing Page Optimization

- High-Converting Landing Pages
- CTA Optimization
- Lead Form Design
- Mobile-Friendly Pages
- A/B Testing Basics
- Conversion Rate Optimization (CRO)

Module 11: Analytics & Conversion Tracking

- Introduction to Google Analytics 4
- Event Tracking
- Goal Setup
- UTM Tracking
- Campaign Performance Analysis
- Attribution Models
- Funnel Analysis
- Report Generation

Module 12: Budgeting & Media Planning

- Ad Budget Planning
- Campaign Forecasting
- CPL & CPA Calculation
- Scaling Winning Campaigns
- ROI & ROAS Measurement
- Client Reporting

Module 13: AI Tools & Automation

- AI Tools for Ad Copy Writing
- AI Creative Generation
- ChatGPT for Paid Ads
- Smart Bidding Strategies
- AI Audience Research

Module 14: Live Projects & Practical Training

- Real Campaign Creation
- Live Budget Campaign Execution
- Campaign Audit Practice
- Competitor Ad Analysis
- Lead Generation Project
- E-commerce Campaign Project

Tools Covered

- Google Ads Editor
- Google Keyword Planner
- Google Analytics 4
- Google Tag Manager
- Meta Ads Manager
- Canva
- ChatGPT

Graphic Designing Course

Module 1: Introduction to Graphic Designing

- What is Graphic Designing?
- Types of Graphic Design
- Design Principles
- Understanding Colors & Typography
- Creative Thinking & Design Process
- Raster vs Vector Graphics

Module 2: Adobe Photoshop Basics

- Introduction to Photoshop
- Workspace & Tools
- Layers & Layer Styles
- Image Editing & Retouching
- Selection Tools
- Background Removal
- Photo Manipulation
- Color Correction
- Filters & Effects
- Social Media Post Design

Module 3: Advanced Photoshop

- Banner Design
- Flyer & Poster Design
- Thumbnail Design

- Photo Enhancement
- Mockup Design
- Product Editing
- Advanced Blending Techniques
- Smart Objects
- AI Features in Photoshop

Module 6: Canva Designing

- Introduction to Canva
- Social Media Creatives
- Reels & Story Design
- YouTube Thumbnail Design
- Presentation Design
- Resume Design
- Marketing Creatives
- AI Tools in Canva

Module 7: Branding & Identity Design

- Logo Creation
- Brand Color Selection
- Brand Identity Kit
- Stationery Design
- Packaging Concepts
- Corporate Branding

Module 8: Social Media Graphic Design

- Facebook Post Design
- Instagram Creatives
- YouTube Banner & Thumbnail
- LinkedIn Post Design
- WhatsApp Marketing Creatives
- Ad Creatives for Meta & Google Ads

Module 9: Print Media Designing

- Brochure Design
- Poster Design
- Newspaper Ad Design
- Billboard & Hoarding Design
- Invitation Card Design
- Menu Card Design

Module 10: UI Design Basics

- Introduction to UI/UX
- Web Layout Design

- Mobile App Layout Design
- Wireframing Basics
- Design Trends
- Figma Introduction

Module 11: Video & Motion Graphics Basics

- Introduction to Motion Graphics
- Basic Video Editing
- Animated Social Media Posts
- Intro Video Creation
- Reels Editing Basics

Module 12: Live Projects & Portfolio

- Logo Design Project
- Social Media Campaign Design
- Brand Identity Project
- Print Media Project
- Portfolio Creation
- Client Project Practice

<u>S.N.</u>	<u>Courses</u>	<u>Duration</u>	<u>Mode of Training</u>	<u>Fee</u>	<u>After Discount</u>
1	Basic Computer Courses	3 Months	Off Line	3,000	2,400
2	Graphic Designing	2 Months	Off Line	12,999	8,999
3	Advance Excel Training	2 Months	Off Line	4,999	3,999
4	Website Designing	3 Months	Online/ Off-line	15,000	12,000
5	Advance Diploma Digital Marketing	3 Months	Online/ Off-line	15,000	12,000
6	Diploma in Search Engine Optimization (SEO)	2 Months	Online/ off-line	7,000	6,000
7	Diploma Social Media Management	2 Months	Online/ off-line	7,000	6,000
8	Diploma in Paid Campaigns Management	2 Months	Online/ off-line	7,000	6,000

Shamli Office:

Shri Ram Colony, Near Saraswati Inter College, Meerut Road, Shamli, UP 247776

Email: info@asinfo.in, sales.asinfo@gmail.com

www.asinfo.in, www.asinfovision.com

<https://idmtrainings.com>

Phone: 09868749731, 09654537041