

www.thedigitaleducation.in

Walk through

- About The Digital Education
- Become Google Certified Professional
- What You Learn
- Steps We Follow
- Course Modules
- Why You Should Love TDE
- Testimonials
- Batches and Fee Structure
- Contact Us

About The Digital Education

Who we are?

The Digital Education is a educational training institute of "SearchByYou" as a leading Digital Marketing Training company for job seekers, graduate students, 12th passout students, graduate pursuing student, pursuing B.tech student, pursuing mca student, Professionals, Corporate, and Entrepreneurs, and also for those person who want to earn money through internet.

What we do?

The Digital Education provides complete digital marketing classroom training program with live industry project training and real time project case-study. Our main focus to train students in right way so that students active best and right target.



Become Google Certified Professional

To become google certified, you'll need to pass the google adword fundamental exam, google analytics exam. The Digital Education will help you and prepare you for all google exams

Google Analytics Certificate



Google Adword Certificate



Mobile Advertising Certificate



Shopping Advertising Certificate



It is only skills and not degree that can help you grow. But if you are one of those individuals who believe in getting certified along with skills then we have got you covered.



What You Learn?

The only digital marketing training institute where you get the depth knowledge of all the 18 modules of digital marketing with practical training and live project experience



LEARN
DIGITAL MARKETING

Steps We Follow

- 1 We go with digital marketing overview which includes why to learn digital marketing, where it is used and how it is becoming the basic requirement for any business.
- 2 Once we are done with the basic, we kick start the Advanced modules i.e. SEO, Google Analytics, Google Webmaster, Google Adwords, Social Media Marketing, Online Reputation Management, Lead Generation, Affiliate, Google AdSense and more.
- 3 Additionally, we are providing 1 Website + Hosting server which is completely FREE for 1 whole year, so that you may learn how to work at industry level.
- 4 Highlighted things we are giving are stipend for those interested students who want to explore industrial experience; all you need to have a laptop and a fair internet connection.
- 5 We are going to explain to you how you may apply and add your creativity like videos, interesting and informative content, poem, quotes into your website and we are going to tell you how to implement Google AdSense to your website, so this means you may mint money online as a part-time or full-time practitioner.
- 6 Once we cover all the modules you are going to face, we will give you a Google test for an industry-recognized Google certificate and additionally our organization certificate, plus we are going to arrange an interview as per the demand.

01. Digital Marketing Overview

- a. Real life experience, stats and trends with real example of digital marketing training
- b. Difference from digital marketing and traditional marketing
- c. Key concept of digital marketing in current era
- d. Digital Marketing Strategies
- e. Future growth of digital marketing
- f. How digital marketing grows your Business



02. E-Business Website Planning

- a. Planning and implementation for E-Business
- b. Associate your business with E-Business website
- c. Fundamental of Online Business Development
- d. Search engine friendly website executions ideas
- e. SEO techniques for E-Commerce website

03. Creating Online Business Strategies

- a. How E-Store manage your entire business easily
- b. Benefits of E-Business Stores
- c. Different Campaign Create for Online Business Strategies
- d. How to pin the target online audience for business
- e. Different online audience and catching technique
- f. Real life experience; how online marketing act as a pillar for your business
- g. Tips and tricks on digital marketing is an empire of your business
- h. Branding your business using digital marketing
- i. Tips and tricks to get more and more customers using digital marketing

04. Search Engine Optimization (SEO)

- a. What is search engine?
- b. How Search Engine Works?
- c. Search engine searching policies
- d. What is Crawler and how Crawlers works
(Basic knowledge of indexing, fetching and crawling)
- e. What is global and local search engine?
- f. Difference between global and local search engine
- g. What is website and how to optimize your website for search engine?
- h. Difference between static website and dynamic website
- i. How to get rank your website in search engine?

- j. What is SEO (Search Engine Optimization)?
- k. Why SEO is beneficial for every websites?
- l. Technique of SEO
- m. What is White hat and Black hat Techniques in SEO
- n. Difference between White hat and Black hat SEO Techniques
- o. What is Follow and No Follow Links
- p. Difference between Follow and No Follow Links
- q. Keywords Research Techniques
- r. Tools use for Keywords Research
- s. What is On page optimization?
- t. What is Off Page Optimization?
- u. Difference between On page optimization and Off Page Optimization

On Page Optimization

- i. Create and use of Title Tag, Meta Description and keywords
- ii. Types of Meta tags and its benefits
- iii. Improving Site Structure & benefits
- iv. Content Optimization (Keyword Density)
- v. Alt and image title tag optimization
- vi. Use of H1 tag and How H1, H2 ... H6 tags help to boost website
- vii. Google Algorithm (penguin, panda and other google updates)
- viii. Robots.txt file and its uses



- ix. Sitemap and its uses
- x. How to make image sitemap for better image indexing
- xi. Be aware of rel="nofollow" and rel="canonical" links
- xii. Google Analytics, webmaster and Tag Manager API integration
- xiii. Basic knowledge of Alexa
- xiv. Familiar with MOZ and its update
- xv. What is DA and PA, and how to increase DA and PA?
- xvi. What is EMD, Benefits and guidelines?
- xvii. What is Clocking and Doorway Pages?
- xviii. RSS Feed
- xix. 301 Redirection, difference b/w 301 and 302 redirection
- xx. Difference b/w inbound and out bound links
- xxi. Broken Links
- xxii. Google Local Business Listing

Off Page Optimization

- i. What is backlinks?
- ii. Why we are creating backlinks for website boost?
- iii. What is quality backlinks, effect of backlinks for website?
- iv. How to create backlinks
- v. Off page optimization Activities
- vi. Guest Blogging
- vii. PR Submission
- viii. Article Submission
- ix. Blog posting
- x. Bookmarking Submission
- xi. Directory Submission
- xii. Business Listing
- xiii. Classified Submission

- xiv. Q/A
- xv. Profile Creation
- xvi. Blog commenting
- xvii. Forum Posting
- xviii. News Posting
- xix. PPT Submission
- xx. PDF Submission
- xxi. Video Submission
- xxii. Image Submission



05. Google Analytics and Webmaster

- a. What is Google Analytics and webmaster?
- b. How and why we integrate Google Analytics and webmaster API in website?
- c. Live Overview on Real time visitor tracking
- d. Analytics Acquisition Report Tracking and monitoring
- e. What is bounce rate, Effect of bounce rate in website?
- f. How to setup goal in google analytics
- g. What is Funnel Visualization?
- h. How to make custom report in google analytics
- i. How to link google analytics to google AdSense, AdWords and Search Console?
- j. Google webmaster tools operation and benefits



06. Google AdWords / PPC

- a. What is Search Engine and Pay-Per-Click Advertising?
- b. Why Use Pay-Per-Click and difference b/w SEM and PPC?
- c. Why we use Google AdWords? And why Google AdWords play vital role for business promotion?
- d. What is the difference b/w google advertising and Facebook advertising?
- e. How to set up Google AdWords account?
- f. Type of Ads in Google AdWords
- g. Adword campaigns creation, management and implementation
- h. Goal Setup and ROI Calculation

07. Social Media Marketing (SMM)

- a. What is Social Media and its optimisation process?
- b. Difference b/w SMO and SMM?
- c. How to Create Professional Profile Pages in Social Media (Facebook, Twitter, LinkedIn, G+, and Pinterest)?
- d. Which Business page is more beneficial for Business Branding?
- e. How to start business branding in FB and other social sites?
- f. Type of Promotion in Facebook?
- g. Facebook Camping Creation, Promotion with target audience and monitoring
- h. Goal Setup and ROI Calculation

08. Professional Email Marketing

- a. Email Marketing Introduction
- b. Why we use Email Marketing
- c. Email Designing tips (System and mobiles)
- d. Guidelines for email marketing
- e. Email Marketing Analysis
- f. Email Optimization and Testing
- g. Landing page optimization (Link Optimization)
- h. Goal Setup
- i. ROI Calculation



09. Advance Mobile Marketing

- a. What is mobile marketing and how we do it?
- b. Advantage of Mobile marketing in current marketing strategies
- c. How to implement mobile marketing in marketing strategy
- d. How to implement Mobile Click-to-Call Feature
- e. Understanding the App Business Model
- f. Mobile App Marketing strategies and implementation
- g. App Store Optimization (ASO) and App Promotion techniques
- h. Goal Setup and ROI Calculation



10. Video and Display Advertising

- a. What is Video Advertising?
- b. Types of Video Ads
- c. How to Make Video Ads
- d. Selling AdWords for Video
- e. What is Display Advertising?
- f. Types of Display Ads
- g. How to Make Display Ads
- h. Remarketing strategies implementation for display Advertising
- i. Goal Setup and ROI Calculation

11. E-Commerce Marketing Strategies

- a. What is E-Marketing?
- b. How E-Marketing is differ from traditional marketing
- c. Real life experience, E-Commerce marketing training
- d. Key concept of E-Commerce marketing in current era
- e. Future grow of E-Commerce marketing in DIGITAL INDIA
- f. Difference b/w general website and E-Commerce website in Search Engine Optimization
- g. Guidelines for E-Commerce Website Development (Only Search Engine Optimization Guidelines)
- h. Key points when you optimized E-Commerce Website
- i. Traffic Generation for E-commerce Website
- j. How to promote E-Commerce website with targeted Audience
- k. How Social Media is more beneficial for E-Commerce website
- l. Goal Setup
- m.ROI Calculation

12. Online Reputation management

- a. What is ORM
- b. Tips and tricks for ORM
- c. How to hide negative mentions and create positive reputation
- d. Benefits of ORM
- e. How ORM is beneficial for corporates, brands, celebrity, businessman etc.
- f. ORM Process and Implementation techniques



13. Online Lead Generation

- a. Search Engine Optimization (SEO)
- b. Search Engine Marketing (SEM)
- c. Email Marketing
- d. Landing Pages lead generation techniques
- e. Social Media Marketing (SMM)
- f. Referral Program Management System



14. Content Marketing

- a. What is content marketing?
- b. Types of content
- c. Objective and benefits of content marketing
- d. How you can create unique content?
- e. How content marketing helps in attracting the target audience?
- f. How to marketing your content or blog or articles?
- g. Content optimization for search engines
- h. Case Study on content marketing

15. Growth Hacking

- a. Analyse and interviewing the target market audience
- b. Web traffic analysis
- c. Track digital conversion funnels
- d. Lifetime customer value (LTV)
- e. Customer acquisition cost (CAC)
- f. Opportunities to bring new customers
- g. Remarketing strategies
- h. Business Growth Calculation

16. Affiliate Marketing

- a. Affiliate Marketing Overview
- b. List of Affiliate Marketing Sites
- c. Integrate Affiliate Strategies with your marketing
- d. Affiliate Network Account setting
- e. Measure effectiveness of account campaigns
- f. Goal Setup and Income Calculation



17. Google Adsense & Blogging

- a. What is adsense?
- b. Guidelines of google adsence account setup
- c. How to get approved for google adsense?
- d. Google adsense account setup process
- e. Integrate google adsense account to blog or website
- f. Ad placement techniques
- g. Account monitoring and management
- h. What is blogging
- i. Blogging guidelines
- j. Tips, tricks and techniques for blog
- k. How to make money from blogging



18. Tips & Tricks to get Freelancing Projects

Why you should love The Digital Education



Expert Industry Trainer



Complete Practical Training



Flexible Timing



Installment Fee Flexibility



Unlimited Doubt Classes



Back up Classes



Follow-up on Every Topics



Case-study on Live Projects



100% Job Assistance



Making Money Online Training with Expert



Become Google Certified



Become Entrepreneur



1 website and hosting server
free for 1 year

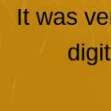


What STUDENT ARE SAYING ABOUT US!



Dipika Kesriar

It was the great time i spent in The Digital Education Institute. The Digital Education has very wonderful trainer and they are very cooperative as well as career oriented. Here i learned in depth knowledge of digital marketing.



Dipika Kesriar

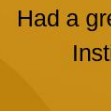
It was very awesome connecting with Digital Education center. I learned many digital marketing trends here. Mr. Narendra is an expert professional with very positive attitude.

Naman Rajvanshi



Ranjeeta Yadav

The Digital Education gave me an alternate money making option over digital world and also it covers practically everything that is actually done for Digital Marketing.



Ranjeeta Yadav

Had a great time spent with some awesome learning at The Digital Education Institute. It really helped me to build my career and i am thankful to the institute for making me what i am today.

Pushendra Singh



Pratibha Verma

My experience at the digital education was wonderful. Informative classes with extremely professional setup and a great educator. I'll recommend for fun learning and advance knowledge.



Pratibha Verma

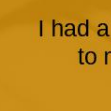
I at The Digital Education felt good to learn the SEO, Social Media Marketing and Google Adwords.

Gaurav Mittal



Abhinandan Pandey

It was greate learning experience. I hopefull to have a good start with my professional career



Abhinandan Pandey

I had a great time with The Digital Education Center. It gave a new direction to my career. Mister Narendra is an amazing guide and his methods and teachings are very easy to understand and execute.

Vishal Srivastava

Batches and Fee Structure

Digital Marketing Training Programme

Type of Training	Batch	Duration	Modules Cover	Fee Structure
Class Room Training Program	Weekend Saturday and Sunday	17 Weeks/100 Hrs 8 Hrs backup classes 12 Hrs assignment	Cover All 18 Modules	INR 25,000/- In 2 Easy Instalments
	Morning Tue, Thur & Sat Mon, Web & Fri	17 Weeks/100 Hrs 8 Hrs backup classes 12 Hrs assignment		INR 25,000/- In 2 Easy Instalments

SEO Certification Training Programme

Type of Training	Batch	Duration	Modules Cover	Fee Structure
Class Room Training Program	Weekend Saturday and Sunday	4 Weeks/25 Hrs 2 Hrs backup classes 3 Hrs assignment	~ Digital Marketing Overview ~ E-Business Website Planning ~ Search Engine Optimization ~ Google Analytics and Webmaster ~ Overview of Google Adsense and Blogging	INR 10,000/-
	Morning Tue, Thur & Sat Mon, Web & Fri	4 Weeks/25 Hrs 2 Hrs backup classes 3 Hrs assignment		INR 10,000/-
	Evening Saturday and Sunday	4 Weeks/25 Hrs 2 Hrs backup classes 3 Hrs assignment		INR 10,000/-

Social Media Certification Training Programme

Type of Training	Batch	Duration	Modules Cover	Fee Structure
Class Room Training Program	Weekend Saturday and Sunday	4 Weeks/25 Hrs 2 Hrs backup classes 3 Hrs assignment	~ Digital Marketing Overview ~ Overview of E-Business Website Planning ~ Creating Online Business Strategies ~ Social Media Marketing ~ Overview of Lead Generation through SMM	INR 7,000/-
	Morning Tue, Thur & Sat Mon, Web & Fri	4 Weeks/25 Hrs 2 Hrs backup classes 3 Hrs assignment		INR 7,000/-
	Evening Saturday and Sunday	4 Weeks/25 Hrs 2 Hrs backup classes 3 Hrs assignment		INR 7,000/-

PPC/Google Adword Certification Training Programme

Type of Training	Batch	Duration	Modules Cover	Fee Structure
Class Room Training Program	Weekend Saturday and Sunday	4 Weeks/25 Hrs 2 Hrs backup classes 3 Hrs assignment	~ Digital Marketing Overview ~ Overview of E-Business Website Planning ~ Creating Online Business Strategies ~ Google Adword PPC ~ Overview of Lead Generation through Google Adwords/PPC	INR 10,000/-
	Morning Tue, Thur & Sat Mon, Web & Fri	4 Weeks/25 Hrs 2 Hrs backup classes 3 Hrs assignment		INR 10,000/-
	Evening Saturday and Sunday	4 Weeks/25 Hrs 2 Hrs backup classes 3 Hrs assignment		INR 10,000/-

Google Adsense and Blogging Training Programme

Type of Training	Batch	Duration	Modules Cover	Fee Structure
Class Room Training Program	Weekend Saturday and Sunday	4 Weeks/25 Hrs 2 Hrs backup classes 3 Hrs assignment	~ Digital Marketing Overview ~ Google Adsense and Blogging ~ Earn Money through Google Adsense ~ Earn Money through Affiliate Marketing	INR 5,000/-
	Morning Tue, Thur & Sat Mon, Web & Fri	4 Weeks/25 Hrs 2 Hrs backup classes 3 Hrs assignment		INR 5,000/-
	Evening Saturday and Sunday	4 Weeks/25 Hrs 2 Hrs backup classes 3 Hrs assignment		INR 5,000/-





Digital Marketing Training Institute

Corporate Office

WA - 119A, 3rd Floor,
EasyDay Building, Main Mother Dairy Road,
Near Shakarpur School Block - S3 Bus Stop,
Laxmi Nagar, New Delhi - 110092

Branch Office

B-156, G.F.,
Opp East End Public School,
Near Metro Pillar No. 167,
New Ashok Nagar, New Delhi - 110096

Ph: +91 9971667110, +91 8287892340

Email: info@thedigitaleducation.in
thedigitaleducation@gmail.com

Website: www.thedigitaleducation.in