

**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 2019 for Digital Marketing Professionals:HR Experts.

## Salient **Features**

- Having more than 12 years of experience in training industry.
- 10+ Years Real Time industry experienced faculties.
- 100% Lab Facility for every student by experienced lab co ordinators.
- Training on live projects and assignments.
- Making You 13 Authorized Certification
- Lifetime access to Latest Content
- 24 x 7 Trainer's Support on Online Forum
- Giving Credits for Real time Internship

## 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**



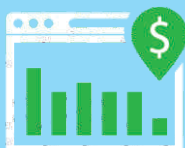
**Website Creation  
Wordpress CMS**



**Search Engine  
Optimization**



**Localization  
SEO**



**Google  
AdWords**



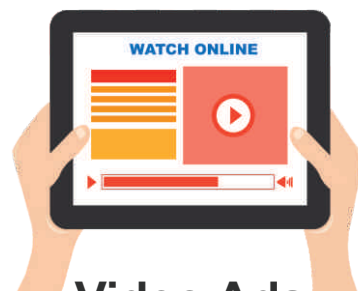
**Search ADS**



**Online Display  
Advertising**



**Shopping Ads**



**Video Ads**



**Mobile Marketing**



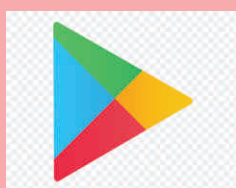
**Social Media  
Marketing**



**Email  
Marketing**



**Google  
Analytics**



**App Store  
Optimization**



**Making Money with  
Adsense & Blogging**

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



**Online Reputation Management**



**Affiliate Marketing**



**YouTube Monetization**



**WatsAPP Marketing**



**Lead Generation**

**Lead Nurturing**

**Inbound Marketing**



**E-Commerce Marketing Strategies**



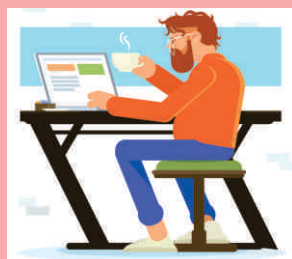
**Content Marketing Strategies**

**Influencer Marketing Strategies**

**Google Tag Manager**

**Http to Https Conversion**

**Digital Marketing Tools**



**Freelance Business**



**Become a Google Certified Professional**

# 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

- Registering Domain & Webhosting
- Mapping Domain Name to web Server
- Importance 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

- Collecting 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



## 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 Campaigning'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?

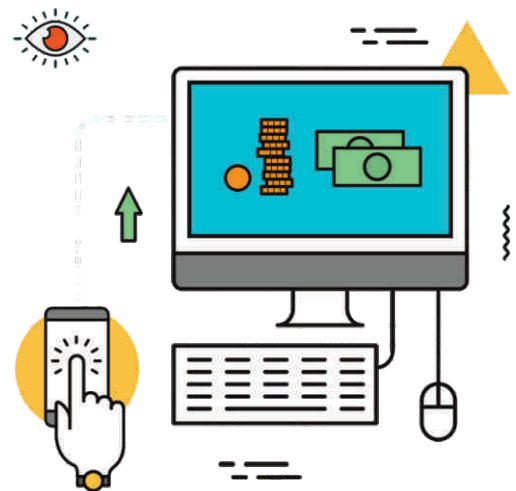
### Pinterest Promotions

- 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



## 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







## Google Analytics

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.



# 11

## Making Money with Adsense & Blogging

Adsense Overview?

Getting Approved from Google Adsense?

Google Adsense approval Tips & Tricks

Getting into Adsense Account

Knowing the Structure of Adsense 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

## 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

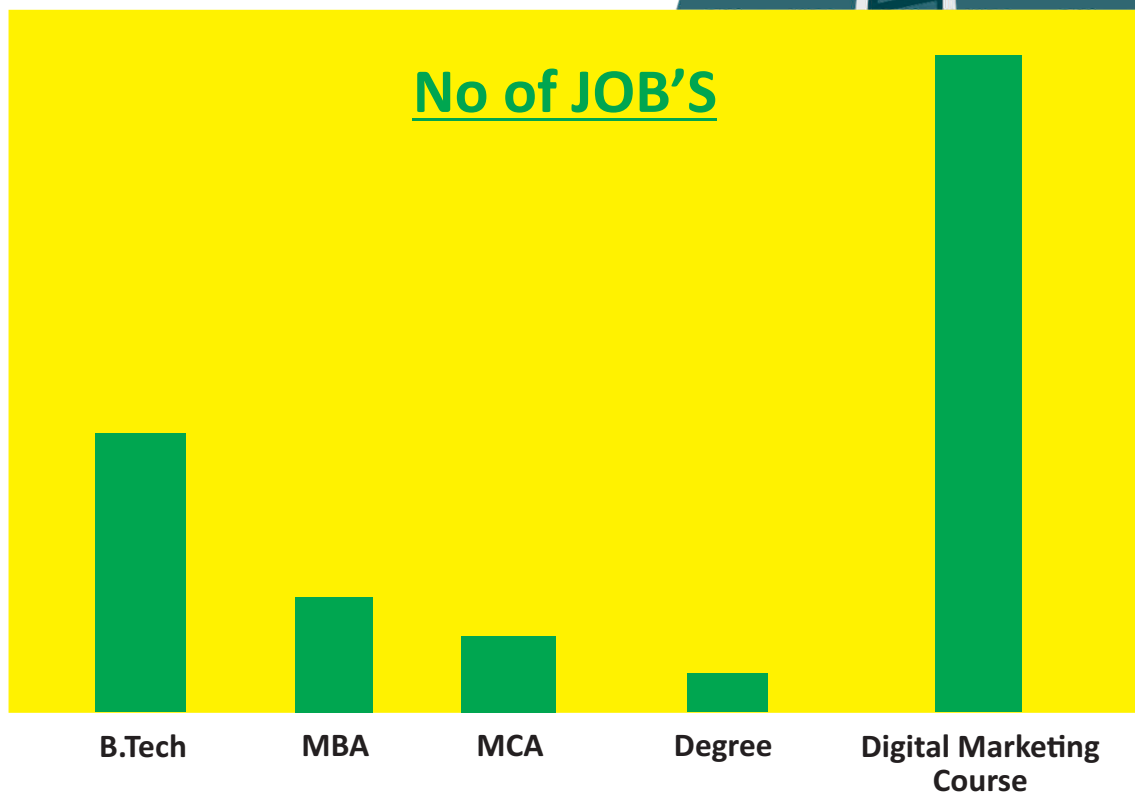
Importance of Description

Create Screenshots and Videos that get downloads



# Career Options and Scope in Digital Marketing Course !!

- Digital Marketing Executive
- SEO Analyst
- Social Media Analyst
- Google Adword Analyst
- Content Marketing Executive
- Online Reputation Executive
- Freelancer
- Affiliate Marketor
- Email Marketing Executive



India Need 30 Lacs more people in next 4 Years



# Become A Digital Marketing Certified Person

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.



## Inbound Sales Certified

**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.

Certified: May 2 2019 - Valid until: May 31 2021

HubSpot Academy

*Brian Halligan*  
CEO Brian Halligan



This certificate is hereby granted to:

**SRIKANTH PV**

For demonstrating expertise by completing training and passing the YouTube Certified exam in:  
**Channel Growth**

Valid until: August 14, 2019

**Congratulations!**

**Pv Srikanth**



Completed

**Google Analytics Individual Qualification**

on May 2, 2019

Completion ID: 31888225 Expires: May 2, 2020

You understand advanced Google Analytics concepts



## AdWords Video Certification

**HARSHA VARDHAN**

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



VALID THROUGH  
29 May 2018



GOOGLE.COM/PARTNERS



## Mobile Sites Certification

**HARSHA VARDHAN**

is awarded this certificate for passing the Mobile Sites exam.



VALID THROUGH  
13 June 2018



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## AdWords Mobile Certification

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



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## AdWords Search Certification

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



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## AdWords Shopping Certification

**HARSHA VARDHAN**

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## AdWords Display Certification

**HARSHA VARDHAN**

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VALID THROUGH  
29 May 2018

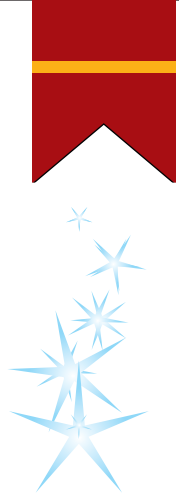


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Accredited Professional

Bing ads

This certificate is awarded to  
**Harsha Vardhan**  
of  
**Digital Floats**  
in recognition of your  
Bing Ads Accredited Professional status.  
June 24, 2017



## Students Voice About Digital Floats

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 benefit 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.

## Why to Choose Digital Floats?

- Having more than 12 years of experience in training industry.
- 10+ Years Real Time industry experienced faculties.
- 100% Lab Facility by experienced lab co ordinators.
- Training on live projects, assignments with Case Studies.
- Lifetime access to Latest Content + Recorded Sessions
- Doubt Clarifications During the Course Duration
- Two Real Time Live Projects
- Regular Assignment Tasks
- Giving Credits for Real time Internship
- Sample Resumes and Interview Questions will be provided

**DEMO'S On**  
**Every Wednesday & Saturday**

**100 % Placement Assistance**

### Contact Us

**1st floor**, Nagasuri Plaza, Beside Blue Fox Hotel, Above Bank Of India, Ameerpet, **Hyderabad**.  
www.digitalfloats.com, Email: [digitalfloatsinfo@gmail.com](mailto:digitalfloatsinfo@gmail.com),

**Tel: + 040 40037272, Mobile : 9177 59 24 24**

# Top Recruiting Companies In Digital Marketing

**HCL**  
HCL INFOSYSTEMS LTD.

**Virtusa**<sup>™</sup>  
Conceive. Transform. Optimize.

**flipkart**.com

**snapdeal**.com

**Zeta**  
Interactive

**amazon**

**7SEAS**  
TECHNOLOGIES LTD  
scaling new heights

**Mphasis**  
an HP company

**Microsoft**

**WIPRO**

**TATA**  
TATA CONSULTANCY SERVICES

**Satyam**  
What Business Demands.

**Google**

**CSC**

**accenture**

**patni**

**ORACLE**

**Infosys**

**Google**

**CONVERGYS**  
Outshining Outdying

**verizon**

**NOKIA**  
Connecting People

**Mentor Graphics**

**HSBC**

**Deloitte**

**Cognizant Technology Solutions**

**POLARIS**  
live your dream

**NCR**

**KANBAY**

**Honeywell**

**DELL**

**CAPMARK**

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**FRANKLIN TEMPLETON INVESTMENTS**

**CYPRESS**

**cadence**

**Mc Graw Hill**

**invensys**

**Infotech**  
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**Countrywide**

**CORDYS**

**ca** Transforming IT Management

**INTERGRAPH**

**HTMT**  
Inspiring Integration

**Bank of America**

**ANALOG DEVICES**

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Your Customer. Our Passion.

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IT Services and Telecom Solutions

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