php2ranjan

**Premier in webdesign and Lamp
Freelance Lamp Organization in India**

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Course name: **Digital Marketing Training with Live Project**

CAN YOU CALL/WHATSAPP ME AT 91-9347045052 TO MY MOBILE TO PLANNING AND EXECUTION OF THIS TRAINING. Can you attend demo class today or tomorrow, call me once.

Project Covered During Training:Real Time Project Training

Digital marketing, Real Time Project: Trainer is going to teach one real time Project using All the aspects of Digital Marketing with SEO. The Trainer will give you one assignment project also and you will do assignment project in your home to make sure that you understand the subject clearly.

Watch Digital Marketing Demo Video Here:
https://youtu.be/UB-WmYHrY6Y

Why Training with Us?

I am giving Digital Marketing training with Real Time project. This project will help definitely in your job.

Certification: Yes I will provide you Certificate after successfully attending the class this will help you in job assistance. I am also helping you in help placement.

Placement and Job: I will give placement assistance. Because I am giving you real time training with live project so definitely it will help you in job. I have tie up with good company who hire my students.

My address for Class room training: Ruchiwebsolutions,#201,Datta Sai complex ,Beside IKON hospital, Landmark: Near to Vijaya Diagnostic Centre, Dilsukhnagar, Hyderabad, call if any problem to 09347045052.

Trainer Profile :

I am Ranjan master degree in computer from Utah State University, USA. I am part of php2ranjan in Hyderabad, India. I have total 13 years of experience in Digital marketing and SEO. I have developed 150 dynamic website till now on php/mysql/joomla/drupal/wp and did Digital marketing and SEO. I have 13 years of experience in Online and class room training in Digital marketing and SEO. I already gave the training to some of the corporate company from UK, USA, Malaysia and India in Digital marketing and SEO. I have a training Institute in Hyderabad with the name "Complete php2ranjan Institute" in Dilsukhnagar, Hyderabad, AP, India. I have already given training of 2500 Students till now, and all working in MNC and Software web Development Company.

Our Teaching style: I give real time training with Real Time PROJECT IN Digital marketing and SEO.

Course subjects:

Subject	Total class	Level
Concept of Marketing	3 hours	Depth level
SEO (Search Engine Optimization)	4 hour	Depth level
PPC (Pay Per Click)	2 hour	Depth level
Google Analytics	3 hour	Depth level
Social Media Marketing	3 hour	Depth level
Email Marketing	3 hour	Depth level
Online Display Advertising	3 hour	Depth level
Lead Generation Process	3 hour	Depth level
Ecommerce Marketing	3 hour	Depth level
Content Marketing	3 hour	Depth level

Affiliate Marketing	3 hour	Depth level
ORM	3 hour	Depth level
Adsense and Blogging	3 hour	Depth level
soft copy notes will be given to each student.		
Important notes: I will teach you in such a way that you can apply for One year experience job also.		

1. Concept of Marketing:

- What is marketing?
- What is Digital Marketing?
- Understanding the Process of Marketing
- How Digital Marketing Wins Over Traditional Marketing?
- Understanding the Process of Digital Marketing.
- About Increasing Visibility.
- What is Visibility?
- Visibility Types.
- Visibility with Examples.
- About Visitors Engagement.
- What is Engagement?
- The importance of Engagement.
- Engagement with Examples.
- About Bringing Targeted Traffic.
- Inbound.
- Outbound.
- About Conversion Leads.
- Conversion Types.
- Understanding the Process of Conversion.

2. SEO (Search Engine Optimization):

- Basics of SEO
- What is SERP?
- What are Search Engines?
- How do they Work?

On-page SEO

- Introduction to Keywords.
- Types of Keywords.
- Introduction to Google Keyword Planner Tool.
- Use of Google Operators:
- How to start with Keyword Planning Process?
- On-Page Optimization.
- What are Primary, Secondary and Tertiary Keywords?
- How to Optimize Them?
- Understand Your Audience and Write.
- What is Keyword Stuffing?
- Internal Linking.
- How to Create Meta Tags?
- Verify Website Using Google Webmaster Tool.
- SiteMap Creation and Submission.
- The concept of Heading Tags.
- Image Optimization Process.
- URL Optimization.
- Difference Between 301,302 and Not Found.
- What is Robots File and It's Creation?
- Use of Bold, Italic and Underline.

OFF-page SEO

- Off-Page Optimization
- Introduction to Page Rank.
- What is Page Authority?
- What is Domain Authority?
- What is Link Juice?
- What are Backlinks?
- Dofollow Backlinks.
- Nofollow Backlinks.
- What is Link Popularity?
- Directory Submissions.
- Content marketing Importance.
- Blog Submission.
- Blog Commenting.
- Article Submission.
- Forum Submission.
- Press Release Submission.
- Competitors Link Analysis.
- SEO Tools

- Google Algorithms
- SEO Reporting
- Local Listing(SEO)

3. **PPC (Pay Per Click,** google adword**)**.

- Google Adwords(Overview)
- Understanding Search Results.
- Introduction to Google Adwords.
- Detailed Account Overview
- Campaigns
- Adgroups.
- Keywords etc.
- Types of Advertising Campaign
- Display Networks.
- Understanding - Google Adwords Algorithm.
- The Importance of Quality Score.
- What is CTR?
- The importance of CTR.
- Understand Bids.
- Campaign Level Setting.
- Use of Existing Campaigns.
- Target Your Location.
- Location Settings.
- Creating Ads.
- What is Conversion?
- How to Increase CTR.
- Use of Negative Keywords for Optimization.
- Evaluation
- What is CPM?
- Creating Text Ads.
- Creating Image / Banner Ads.

4. **Google Analytics**

- Introduction to Google Analytics
- Understanding Interface.
- How does Google Analytics Work?
- Setting up Your Account.
- Activate Analytics Using Code.
- Analyze Real-Time Traffic.
- Creating Your Dashboard.
- How to Compare Website Performance.
- **Analyze Your Audience.**

- Understand what Sessions are.
- Understand what Users are.
- Understand Bounce Rate
- Understand New Sessions.
- Know where they are coming from.
- Understand what they are doing on Your Website.
- **Setup Goals.**
- Different Types of Goals.
- Integrating AdWords in Analytics Account.
- Creating Reports.

5. Social Media Marketing and social media optimization:

- What is Social media marketing?
- How is it Different than other forms of marketing?
- Different social media Platforms.
- **Facebook Marketing**
- Understanding FB Marketing.
- Creating FB Page.
- Starting with Practical Sessions.
- Learn to Grab Different Objective.
- Increasing Fans on fan Page.
- Increasing Reach of any Post.
- Fan Engagement.
- Lead Generation.
- Conversion
- How to Set up Conversion Tracking.
- **Twitter Marketing**
- Twitter Overview.
- Advertising on Twitter.
- Creating Your 1st Twitter Campaign.
- Understand Types of Ads.
- Understand Targeting.

6. Email Marketing:

- What is Email Marketing?
- How does Email work?
- **Types of Email Marketing.**
  - Opt-in
  - Bulk Emails
- Setting Up Emails Marketing Account.
- Platforms to Choose for Marketing.

- Setting Up Lists and WebForm.
- What is AutoResponder?
- Setting Up Autoresponders.
- Top Email Marketing Softwares.
- Overview on How to use them.

7. Online Display Advertising

- Overview of Online Advertising.
- Types Of Advertising.
- Banner Ads.
- Pop Up and Pop Under Ads.
- In Text Ads
- In-Page Ads.
- In Video Ads
- In Image Ads.

8. Lead Generation Process:

- What are Leads?
- Why are Leads Important?
- What are Landing Pages?
- Why is landing page design important?
- understanding thankyou page.
- Landing Pages vs Website.

9. Ecommerce Marketing

- What is Ecommerce?
- Top Ecommerce Websites Around the World
- Ecommerce Scenario in India
- How to do SEO of an Ecommerce Website?
- Using Affiliate Marketing to Promote Your Ecommerce Business

10. Content Marketing

- Introduction
- Objective of Content marketing
- Understanding Keyword Research
- Optimize Content for Search Engines
- Promoting Content to Increase Traffic, Engagement, and Sales.

11. Affiliate Marketing

- What is Affiliate Marketing?
- How People make Money with this?
- What A-A-A Stands for?
- How to Start with Affiliate Marketing?
- Getting Approved is the 1st Step.
- Affiliate Networks Available.
- Top Affiliate Websites.
- Traffic Sources.

12. ORM

- What is **ORM** (Online Reputation Management)
- Why Do you Need it?
- Some Techniques to work With.

13. Adsense and Blogging

- Adsense
    - What is Adsense?
    - How to get Approved?
    - Use Tricks to Get approval.
    - What to Avoid in Adsense?
    - Adsense Interface.
- Blogging
    - Placing Adsense Ads on your blog.
    - Blog Creation.
    - Start Generating business.

14. How to get seo project and how to earn extra money

- Introduction to Freelancing Portals.
- Setting up your Account.
- How to Complete your Profile.
- How to Clear Tests.
- What is Bid
- Difference Between Free and Paid Accounts.
- Understanding Terms and Conditions.
- How to setup Portfolio.
- Identify Where no to Bid.
- Setting up your 1st Proposal.
- Google adsense, project biding, affiliate marketing etc

15. google and bing/yahoo

- How to submit website in google
- How to submit website in bing/yahoo
- Google local business submission

- Google analytics
- Google latest updates
- Learn How to Make money Online.
- JOB ASSISTANCE

16. Keyword analysis and research & competitor analysis:

- Swot analysis
- TaKeyword rget segmentation
- research : finding the good key word
- Competitor analysis
- Finding appropriate keyword
- Keyword research tools: - Google Keyword search, Google
- suggest.
- IBP tools + wordtrack + other tools
- http://freekeywords.wordtracker.com
- https://adwords.google.com
- Google search results hints
- Google auto search
- Competitor website.

17. Keyword analysis and research & competitor analysis:

- **Black hat SEO**: Black Hat SEO: So evil he's a typosquatter installing spyware. Plain illegal, too. Google will give penalty of your website search.

- **White Hat SEO**: This person puts up the content that¬ people are actually searching for, and prepares the site to make it very accessible. White Hat SEOs only optimize those of their pages they deem worthy to be ranking top in search engines.

18. How to create report after leaning the SEO:

- How to check client website.
- What is the present status of your client site.
- How many back links
- What is the page ranking
- On-page and off page.
- Proper Linking
- Content optimization.
- How to create report in professional ways

SPECIFICATION: FEE AND TERMS DETAILS	
Technology:	**Digital marketing and seo**.
Operating System:	Windows 2003, XP
Time Frame(duration):	**45 days**
Class Room Digital Marketing Training Fee	**Per student 8000 Rs INR**
Online Digital Marketing Training Fee	**Per student 12000 Rs INR or $200USD**

Terms and Conditions of Payment.		
1	**Advance payment ,after demo class**	**50% of total money**
2	**After attending the 8 classes**	**Remaining 50%**
Extra topics will be chargeable. Payment by Cash **You can pay money in 2 installment also but 2nd installment on 8th class.**		

Required Software for Training: Note: I will provide all the software.

1) I will take class though Gotomeeting for online class. Every session will be created on video for online class. Class room training will be given at my office location.
 Pay though xoom.com or western union bank. Or pay directly to my ICICI Bank or HDFC Bank Account or in my PayPal ID

Payment though paypal : Send payment on my paypal id
paypal id: payment.ruchiwebsolutions@gmail.com

P. Ranjan Raja,
Director Complete LAMP Institute – Business Development
For any questions you may have you may contact myself at purusingh2004@gmail.com
For any doubt and clearance, call me/whatsapp in India: 91-9347045052
Website: http://www.php2ranjan.com
Payment terms: No refund policy after attending two class.