

The background features a white space with several blue circles of varying sizes and a red 3D cube. The circles are arranged in a diagonal line from the top right towards the bottom right. The red cube is positioned in the center-left area. Thin blue lines cross the page diagonally.

Digital Marketing Corporate Training Program

Get Digital Training! Being Smart Is GREAT!

TechCmantix & Digitz

Digital Marketing is an effective marketing weapon to reach out to the potential target customers through best practices of user experience, online consumer behavior, in-depth market analysis and optimization of web pages to meet the set standards of Search engines.

As a professional people you will best appreciate the importance of online as a marketing channel. Today 100+ million Indians use the Internet and use Google a billion times a month - A statistic that makes Search Engine Marketing (SEM) and Search Engine Optimization are the most potent tools in the arena of online advertising.

To make optimum use of SEM platform, you need to plan and choose the right mix of online search engines that improves the ROI of online advertising.

SEO is both an art and science in creating a brand presence in the SERPs of major search engines. Digital Marketing helps to get greater the website visibility and higher the brand credibility. Now with proven, time-tested and hands-on Digital marketing / SEO Training from Digital marketing experts, you have the power to create your own unique online presence.



Is The Course Right for YOU?

- Marketing executives entrusted with the responsibility of promoting their company's or clients' web sites.
- Webmasters wanting to increase traffic to their web sites via search engines.
- Small business owners wanting to learn how to promote their web sites on the search engines.
- Web site designers wanting to offer search engine marketing services to their clients.
- Search engine optimizers (SEO) or search engine marketers (SEM) wanting to improve their industry skills.
- Copywriters wanting to learn how to write in a way that attracts search engines AND appeals to readers.
- Retirees who want to build their second job to support their future and lead an independent life style

How Learning SEO can boost your Career or Business?

- Create and promote your brand visibility in the global marketplace.
- Increase traffic

- Target potential and relevant keywords that drive sales
- Get guaranteed ROI for your business
- Outsmart your global competition and stay ahead in the race, always.
- Win customer confidence from higher search rankings
- Build user friendly website that drives traffic
- Enhance user experience with cross-browser compatibility
- Make a website accessible by search engines and users

Why Choose SEO as Your Career

- High demand for SEO services
- A LOT of people has made their successful SEO career
- Search Engine Optimizers make Good Money!
- Challenging Career
- Logical step ahead if you come from digital marketing
- Learn, Learn and Learn – a lot of Learning
- SEO is already recognized as a wise career path
- You will be smart and engaged professional after some years

Who are all benefits?

- College Students
- IT Professionals
- Employees
- Lecturer/Professors
- Business People
- House wives
- Part time earning people

Detailed Digital Marketing Training Syllabus with Duration:

Digital Marketing Course - Syllabus			Weeks/Days (Fast Track - 1 Month)
Internet – Overview	Internet - For Better Understanding		Week 1 - Day 1
	Website – What? Why?	Why your Business Needs a Website	
		How to create your website and make it look good	
Web Technology	Design, Development and Marketing		
Digital Marketing	What is Digital Marketing?		
	Build your Online Marketing Plan		
	Digital Marketing - Overview	SEO	
		PPC	
		Local	
Social			
SEO	Search Engines – Overview		
	SEO Overview – History & Types		
	Google SEO Guidelines		
	Website Business Analysis		
	Website Audit		
	HTML Basics		
	Keyword Analysis		
	On-Page Optimization	Title & Meta Tags	
		Image Optimization	
		Site Structure & Navigation	
		Anchor Tags	
SEO Friendly URLs			

		XML Sitemap	
		Robots.Txt	
		Coding Optimization	
		Header Tags	
		Canonical Analysis	
		Page Speed Analysis	
		Broken Links Checking	
		W3C HTML/CSS Validation	
		Content Management SEO	
		Ecommerce SEO	
		Schema – Structured Data/Rich Snippets	
	SEO Tools Setup and Research		
		Google Insights	
		Google Webmaster	
		Bing Webmasters	
		Google Analytics	
		Moz Open Site Explorer	
		SEO Audit Tool – WooRank/SEOSiteCheckup	
		Alexa	
Off-Page optimization (Content Marketing)		Blogging – Creation and Marketing	Week 1 - Day 2
		Press Release	
		Article Submission	
		Social Profiles	
		Directory Submissions	
		Classified/Free-Ad Posting	
		Local Listing	
		PPT/Docs/ Image/Video Sharing	
Web Analytics		Social Bookmarking	Week 1 - Day 2
		GA Reporting	
		Google Analytics – Overview	Week 1 - Day 2
SEO Workshop			

PPC	Pay Per Click – Overview	Week 2 - Day 1	
	Search Advertising		
	Display Advertising		
	Google Ad words		Introduction to Search
			Getting started with Ad Words
			Tools to Build Keywords and Ad Groups
			Tools to Build Ads and Advanced Ad Types
			Reporting and optimization
Bidding Tools and Ad Words Campaign Experiments			
Resources & Certifications			
PPC Workshop		Week 2 - Day 2	
Local Marketing	What and Why Local Marketing?	Week 3 - Day 1	
	Target Local		
	Google + for Business		
	Face book Business Page		
	Twitter Business Page		
	LinkedIn Business Page		
	Bing Local		
	Local Business Listing		
Classified Listing			
Social Marketing	Social Landscape	Week 3 - Day 2	
	Statistics		
	Engagement		
	Relevance		
	Face book Marketing		
	LinkedIn Marketing		
	Twitter Campaign		
Google Plus			

	Accountability		
Email Marketing	Email Marketing - Overview		Week 4 - Day 1
	Email Newsletter		
	Email Campaign & Tools explained		
Digital Marketing Workshop / Branding / Q&A / Certification			Week 4 - Day 1 and 2

Evaluation & Certification

Course Evaluation Plan for 100 Credits

- Attendance - 10 Credits
- Class Room Participation - 10 Credits
- Tests & Assignments - 40 Credits
- Project Execution - 40 Credits

- If >80% of Credits - Certification with Distinction Grades

- If 60% - 80% of Credits - Certification with Passing Grades

- If <60% of Credits - Participation Certification

- The grading of the credits will be completely at the discretion of the faculty

Certificates will be issued jointly by TechCmantix and Digitz.

About TechCmantix and Digitz :

Techcmantix Technologies (P) Ltd is an established IT service provider that offers state of the art technology solutions for all industry verticals. We are based in Tiruchirappalli, India with development offices in UK, USA & Canada.

Founded in 2006 as a web startup firm, Techcmantix has scaled up in a short span of time into the tall and wide technology horizons with over 200 projects to clients from varied industries across Asia-Pacific, America and Europe. With our ultimate business and technological experience we have delivered solutions that fit organizations with a focus on improving process efficiency and reducing operating costs.

Browse Here TechCmantix – <http://www.techcmantix.com>

Digitz India is a leading digital marketing and advertising agency firm in India specialized in Digital Marketing, Branding and Advertising sectors such as SEO, SEM, PPC, Web Analytics, Social Media, Email Marketing and Web development.

Checkout Digitz India – <http://www.digitz.in>

Digitz India and TechCmantix joins together run this digital marketing training program in Trichy, Tamil Nadu, India.

Program Fee Structure Details:

Digital Marketing Training Program Fee: **Rs. 15,000/-**

The fee is payable at the time of submission of the application form. The fee is inclusive of all academic charges and program contents. All fees are non-refundable.

Early Bird Offer: Rs. 10,500/- Early Bird Closure: Dec 25, 2014.

After Early Bird: Rs. 15,000/-

Program Commences: Saturday Jan 3, 2014.

Registration may be foreclosed if allocated seats are exhausted. Interested candidates are advised to apply early.

Reach Us:

For Contact Any Queries Related that Training:

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