

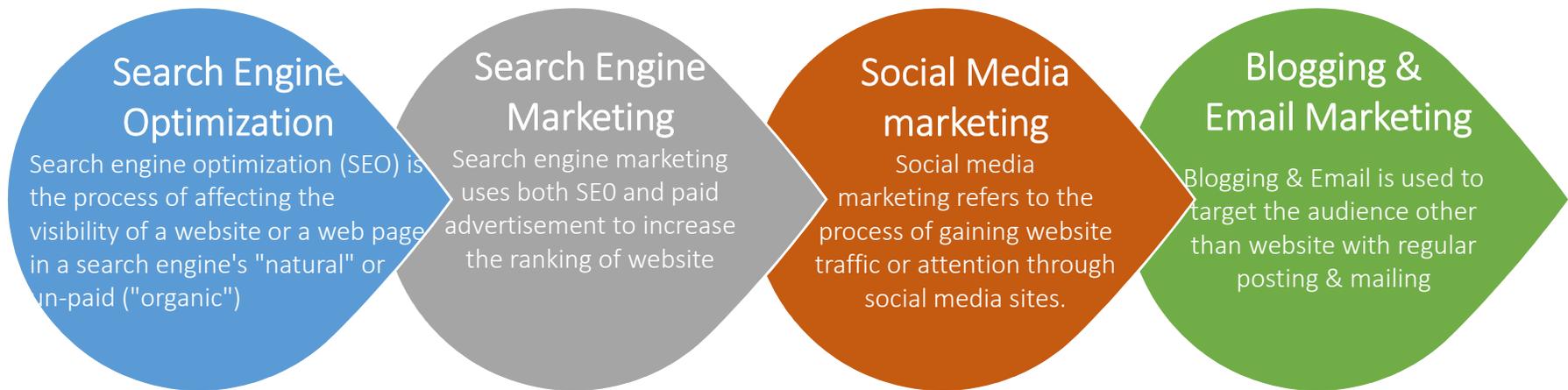
Search Engine Optimization Training Course





Digital Marketing

Digital marketing is marketing that makes use of electronic devices such as computers, tablets, smartphones, cellphones, digital billboards, and game consoles to engage with consumers and other business partners. Internet Marketing is a major component of digital marketing.



Analytics

Business Intelligence | Reports & Charts | Dashboard | Big Data Analytics

Digital Marketing Landscape



Future of Digital Marketing

1

243 million internet users in India; 500 million expected by 2018

2

65% Increase in number of intakes by the e-commerce sector from B-schools & Engineering colleges

3

\$2.3 billion e-tailing market to reach \$32 billion size by 2020

Digital Marketing
Strategies Focused on Increasing The Reach & Visibility of Your Business.



4

Mobile Internet penetration will reach 55 per cent in 2018

5

Internet advertising is expected to grow from \$133 billion to \$194.5 billion in the same duration of time



Who Should Attend

1

Professionals who need to understand Digital Marketing or get more out of their Digital channels

2

Small business owners who need to maximize online channels for growing their business

3

Students who want to upskill in Digital Marketing

4

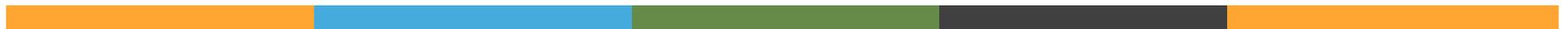
Marketers who want to fast-track their career or improve their position in the market-place

5

Internet based entrepreneurs who need to develop an online robust business model



Search Engine Optimization Curriculum





Search Engine Optimization: Modules



Introduction to search engine optimization

The Introduction to Search Engine Marketing Module explains about the key concepts and terminologies involved. We will help you to the core search elements, including identifying keywords, search engine optimization, advertising including display and pay per click, analytics, how to drive targeted traffic to the website and hand how to convert them in measurable outcomes.



Initiation & content creation

The SEO Content module enables you to understand technical aspects of on-page optimization and relevance of content with reference to optimization. This module also touches the role of content in organic search and relevant content can attract higher attention. The participants will also learn about ALT-tags, file name & URL choices, link building techniques and link popularity tools. The module will also discuss privacy and data protection w.r.t. to the different aspects of SEO.



Search Engine Optimization: Modules



Pay-per-click search advertising

The Pay-Per-Click (PPC) Search Advertising module introduces the most widely used and fundamental concepts of the Pay-Par-Click advertising. This module will help participants to set up an AdWords account, understand the AdWords hierarchy & interact with the AdWords interface. In this module we will introduce the bidding concept for keyword, AdWords Keyword Planner to research keywords, how to perform location and language based targeting to run local advertising campaigns.



PPC Advertising - Display Networks

The Pay-Per-Click Display Networks module explains performance indicators for campaigns, including Cost-Per-Click (CPC), Conversion Rate and Click-Through-Rate (CTR) along with the concept of the Quality Score. Participants are also taught to target different customers in order to develop brand awareness and conversions. At the end of the module, participants will learn to measure and analyze the effectiveness of campaigns by creating detailed campaign management reports.



Search Engine Optimization: Modules



Analytics-Initiation

The Analytics Initiation module introduces the concept of how to measure, monitor and optimize digital marketing campaigns. The module explains the participants to create an account and set up goals, how to generate tracking codes and reporting formats. This module also helps in to understand the reports, how to measure the performance of the website, how web analytics measure digital marketing effectiveness, range of features and capabilities provided in Analytics



Analytics-on Ground

In the Analytics module, the focus is more on the technical aspects of the analytics. Participants learn the concept of filters and generate suitable reports, how the reports can be generated for different domains and sub domains and segmentation techniques. During this module, Participants learn how to analyze AdWords campaigns and how to apply campaign attribution and tagging. The participants also get knowledge about the reporting features.



Search Engine Optimization: Modules



SEO - Hands On

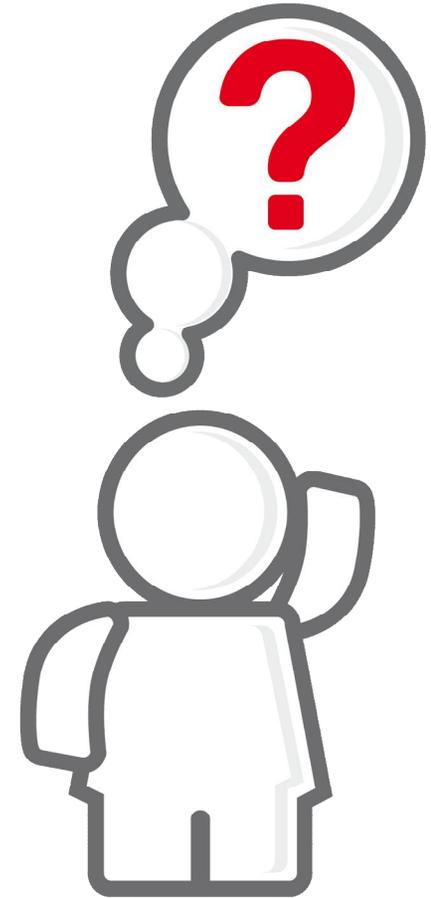
The SEO Module is a hands on format which focuses on practical knowledge of the participants and share range of exercises from the practice and implementation purpose. Apart from regular trainings we help participants to design & promote their own site by implementing the SEO strategy they have learned in the classroom sessions. Participants also carry a detailed audit of the site to figure out what is working in terms of on-site & off-site optimization.



Strategy & Planning

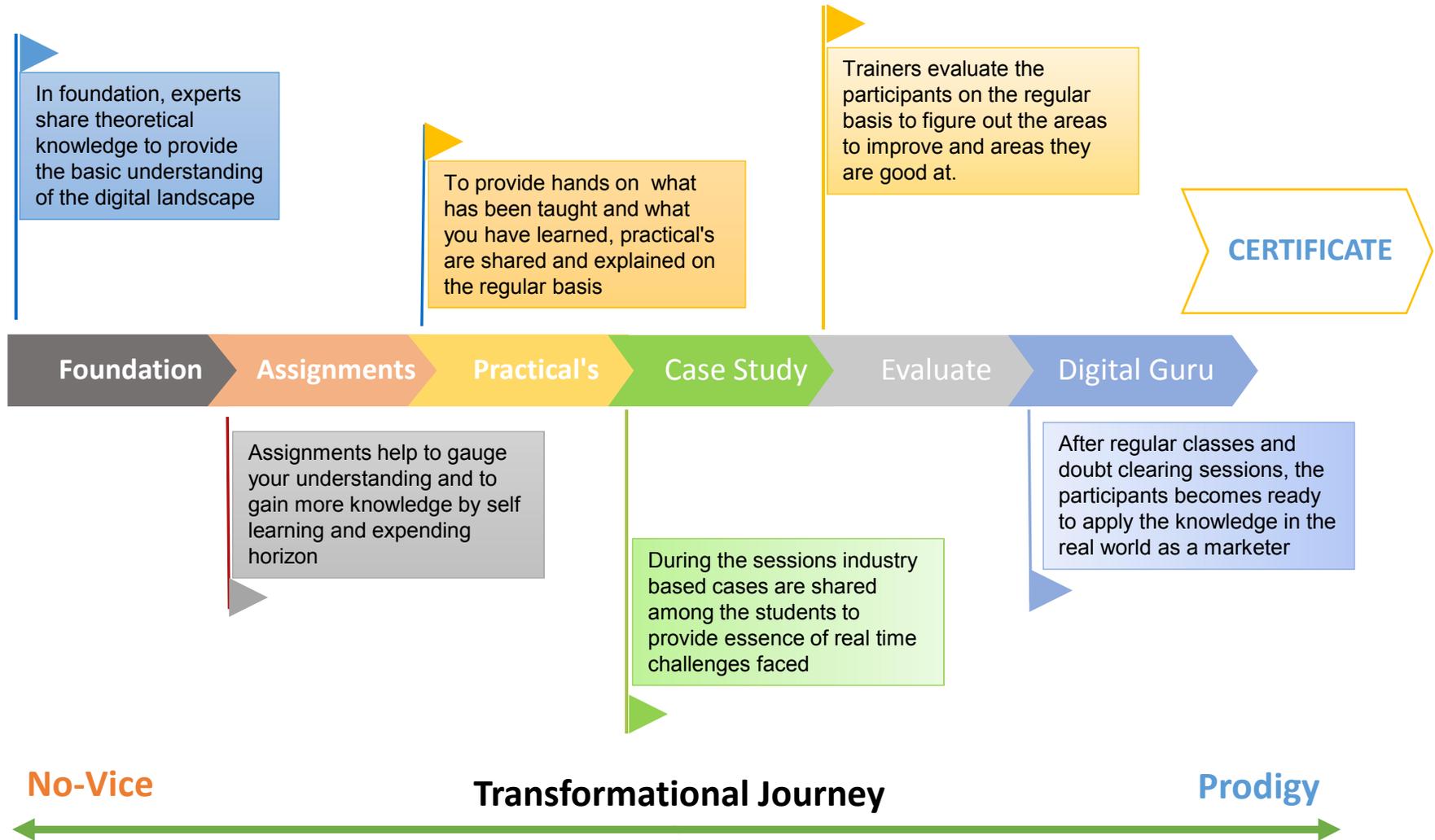
To create a comprehensive search marketing plan strategy and planning module brings together all the elements of the certification in Search Marketing. This module includes technical aspects like SEO audit of the website, Pay-Per-Click campaigns review and analytics reporting. During this module we also help to define a comprehensive, specific and actionable plan that includes deliverables, milestones and resources.

Why DM Tree





Training Methodology





Our Team

Ambikesh Ratnu

What is a computer engineer doing in marketing communications? Living his dream. Engineer in the head, passionate marketer in the heart, that's Ambikesh. Over a period of 8 years, Ambikesh has guided organizations in industries as diverse as IT, HR Outsourcing, Telecom & FMCG to define their overall marketing strategy. He has extensive experience in implementing marketing plans, corporate communications, and budgeting & strategic planning.

He has been associated with CII, NHRDN, AIMA and other industry bodies. He has also managed Business Today's "Best Companies To Work For" initiative. His passion for ethical marketing makes him a pillar of strength at DM Tree.

Vivek Kumar, IIT Delhi

Had it not been for his penchant for creativity and passion for OTB solutions for businesses, Vivek might have been cracking numbers and taking home a fat six figure salary. But coming from a breed of entrepreneurs not so familiar for an engineer with an MBA degree, He has pioneered Digital solutions for businesses which are both creative and result driven. Whether your firm's budget is in modest thousands or whopping crores, He will offer you solution which drives the best out of your money. He is a rare blende of a thinking soul with an analytical mind. You can discuss your business with him over a cup of coffee or a mug of beer- he doesn't mind either.



Our Team

Geetu Ahuja Sharma

Geetu is a seasoned online marketer with more than 11 years of experience in online space. Over the period of time she has headed online marketing for companies like Fashionandyou, Tyroo, Educomp, Seventymm to name a few. She has successfully lead the Online Marketing effort for the biggest internet company in the country for various verticals and achieved phenomenal Online advertising efficiencies.

Geetu introduced website optimization and media buying best practices for maximizing ROI, Search marketing to the Group and currently managing the largest search spend in the country. Geetu is a Google Adwords Certified Professional, and has been a speaker in various Indian and international conferences on Search Marketing and Internet Marketing.

Amit Sharma

Amit is an Information Technology graduate from University of Delhi. In his 10+ years of professional life, he has successfully translated business objectives into learning solutions, managed global teams and clients, created diverse content, and grew as an inspired person while helping others to grow. He worked with a bouquet of companies including Accenture, NIIT, Lionbridge, Whizlabs, FCS, Innodata, and Career Launcher.

Amit has an innate ability to see the big picture and connect the high-level strategy with the task at hand. He tends to bring clarity in thought and action. His creativity and enthusiasm coupled with his integrity enables him to contribute effectively to all his endeavors.



Our Team

Indraneel Mukherjee

A passion for the quali aspects of everything hasn't dimmed over the past 25 years that Indraneel has been in the business. He delves deep into the characters of a brand rather than its features. Having worked on big and small, national and international brands, his keen eye for the soft aspects of a brand makes him such a good brand custodian. Goodyear, Indian Airlines, Reebok, Cartier, Foster's, Hutch, Vodafone, AIMA, Ranbaxy, MSD, RB, GSK, are just some names that define Indraneel's experience.

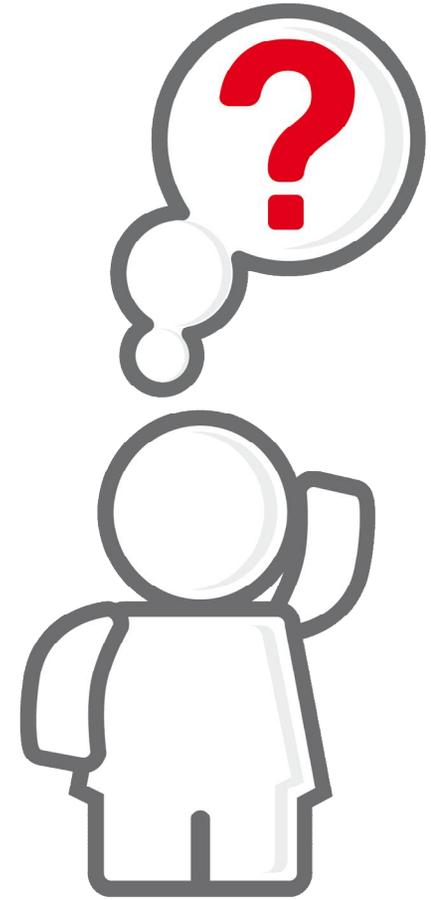
When you speak with him, please do have your answers ready

Rajesh Prothi

With over 24 years of professional experience, Rajesh has counseled & developed communications strategies for various national & international brands like Nokia, 3Com, CommWorks, SDI, Baan, Intelsat, Rockwell as Head Technology Practice at Ogilvy PR, New Delhi.

Rajesh was the editor of Communications World (1996-2000) and has also worked for publications such as Business India, Observer of Business & Politics and Financial Express. He was also India Editor for Hong Kong-based magazines Telecom Asia & Wireless Asia. Rajesh has authored a book Tryst with Time for J&K Bank and a chapter titled Discontent and Militancy in J&K: A Fiscal Aspect for a book titled Burning Issues in Jammu & Kashmir Politics.

Clients





Our Clients



Course Fee





Course Fee

Type of Training	Work Shops	Online instructor-led Training	Regular Classroom Course
# of Modules	14	14	14
Nature of Training	Fast track course	Full-course/Module-wise	Full-course/Module-wise
Duration of Training	2 days	2-3 months	2-3 months
# of Hours	16 hours	96 hours	96 hours
Cost of Training	-	Rs. 27,500	Rs. 33,500
Cost of Module Training	Not applicable	In class Rs. 12,500 Online Rs. 9500	In class Rs. 12,500 Online Rs. 9500
Project Duration	Self-assigned projects	24 hours/ 2 week	24 hours/ 2 week
Certification	Participation Certificate by DM Tree	1) Training certificate by DM Tree	1) Training certificate by DM Tree
Training Location	Delhi-NCR ,Region or Location specific	LIVE Online, anywhere in India	Delhi-NCR only (classes will be held in Delhi and Gurgaon)
Training days	Weekdays/Weekends	Weekdays/Weekends	Weekdays/Weekends
Training Method	Lecture by Faculty and Industry Experts	Online Lecture and discussion by Faculty and Experts	Class room Lecture and discussion by Faculty and Experts

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