



DIGITAL MARKETING

Learn Digital Marketing From The Working Professionals

Making Waves
IN THE DIGITAL
Ocean

 **DIGI LEARN**

SEO

SEARCH ENGINE OPTIMIZATION

Search engines work by crawling, indexing, and ranking web pages to deliver the most relevant results for your queries."

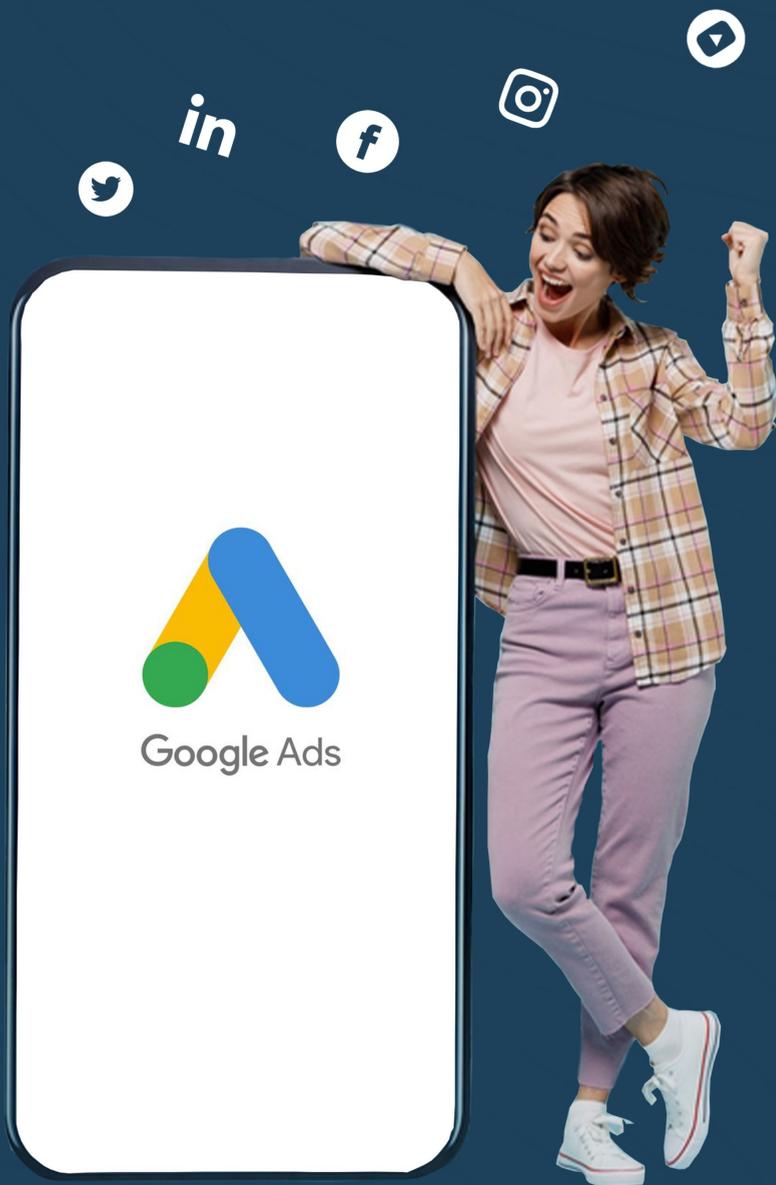


Course Content

- Understanding SEO Basics
 - Keyword Research
 - On-Page Optimization
 - Off-Page SEO
 - Analytics & Tools

Google Ads is an online advertising platform developed by Google that allows businesses to display ads on Google's search engine, partner websites, and YouTube. It operates on a pay-per-click where advertisers pay only when users click on their ads.

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- Search Ads
- Pay-Per-Click (PPC) Model
- Performance Tracking
- Display Ads
- Audience Targeting



Social Media Marketing (SMM) is the process of using social media platforms to promote a brand product, or service, engage with the audience, and drive website traffic or sales. It leverages content creation, advertising, and analytics to achieve business goals.

SOCIAL MEDIA



- Platform Engagement
- Content Creation
- Advertising
- Community Interaction
- Performance Analytics



Master the art of social media marketing with our comprehensive course! Learn to create engaging content, run targeted ad campaigns, and analyze performance to grow any brand. Take the first step toward becoming a social media expert today!





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together**

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