LEHub I.T. ACADEMY

I.T. Academy Solutions

ISO 9001 2015 CERTIFIED

Govt. Registered Institute

Advance DIGITAL MARKETING

Module-1

HTML - 5
- ✓ Introduction of HTML
- ✓ Structure of Webpages (HTML Tages & Elements)
- ✓ Semantic HTML (Header, Footer, Article, Section)
- ✓ Forms & Tables
- ✓ Media Elements (audio, video, image)
- ✓ HTML Best Practices

CSS
- Introduction of CSS
- CSS Selectors & Specificity
- Box Model, Display, Position
- Flexbox
- Responsive Design (Media Queries)
- Units (px, rem, em, vh, vw)
- CSS Transitions & Animations

Java Script
- Variables, Data types
- Functions, Arrow Functions
- Arrays & Objects (map, filter, reduce)
- Loops, Conditionals
- Dom Manipulation
- Events (click, input, etc.)
- Promises, Async / Await
  Error Handling

Module-2
- ✓ Introduction of Digital Marketing
- ✓ Importance & Scope
- ✓ Website Planning HTML, CCS & JS
- ✓ Web Hosting
- ✓ Search Engine Optimization (SEO)
- ✓ Keyword Research
- ✓ On-page & Off-page SEO
- ✓ Technical SEO
- ✓ SEO Tolls and Analytics

Module-3
- ✓ Content Marketing
- ✓ Blog Writing
- ✓ Video Marketing
- ✓ Content Distribution
- ✓ Social Media Marketing
- ✓ Social Media Strategies
- ✓ Creating Engaging Content
- ✓ Paid Advertising on Social Media
- ✓ Analytics and Performance Measurement

Course Highlights

- ✓ **Best Teachers**
- ✓ **Individual Care**
- ✓ **Working on Live Project**
- ✓ **Syllabus completion on time.**
- ✓ **Real Work Experience**
- ✓ **Minimum Course Fee**
- ✓ **Free Study Material**

Module-4
- ✓ Email Marketing
- ✓ Building and Email List
- ✓ Creating Effective Email Campaign
- ✓ Pay-Per-Click Advertising
- ✓ Introduction PPC
- ✓ Google Ads and Bing Ads
- ✓ Digital Marketing Strategies
- ✓ Customer Journey Mapping

Free Demo Classes Available

LeHub - I.T. Academy Solutions

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