

Govariable Trainings – Digital Marketing Course

Course Objectives

- Understand digital marketing concepts and business relevance
- Learn campaign goals and performance targets
- Recognize major digital marketing channels
- Develop digital marketing plans
- SEO basics including on-page and off-page strategies
- Search engine crawling and indexing
- Keyword research and optimization
- Technical SEO fundamentals

Course Modules

- Digital Marketing Landscape
- Mastering SEO
- Keyword Analysis and Research
- On-Page Optimization
- Technical SEO
- Off-Page Optimization
- Advanced Link Building
- Google Algorithm Updates
- Blog Marketing
- Content Marketing
- Competitor Analysis
- Website Audit
- SEO Tools
- Google My Business
- Google Search Console
- Google Analytics
- Mastering SEM
- Google Search Ads
- Google Display Ads
- Remarketing Ads
- Video Marketing
- Mobile Marketing

- WhatsApp Marketing
- Additional Marketing Modules

Key Features

- Expert trainers
- Real-time projects
- Certification
- Affordable fees
- Flexible learning options
- Placement support