

1 Year Certified Digital Marketing Diploma

It's not about certification,
It's all about learning & Implementation.

**1 Year
Course**

**1 Year
Internship**

**1 Year
Experience**



Salary After 7 Month - 5000 Per Month - Guarantee

Salary After 12 Month - 15000 to 25000 Per Month - Guarantee*

Digital Marketing Training Institute

SeoClick endeavours to be the perfect name that makes you expert on Digital Marketing. The brand focuses on serving organizations to create a space in the web marketplace. Taking top-notch digital marketing training institute as a base, **SeoClick** ensures to provide businesses with the right platform to deal with their client.

We have been year's long experience in rendering digital marketing training and have now stepped into a brand-new arena of best Training institute. We started our journey with a motive to offer quality education at affordable prices. Both students and professionals can join us and become digital marketing expert. This will surely boost them to enhance their business online or apply for a job with confidence.

Vision

We want to be the most trusted digital marketing training institute in India. **SeoClick** believes in redefining the way to connect the customers based on the latest digital marketing trends, delivering practically implemented techniques. We work with the strategies to match the continuously changing marketing trend.

Mission

We believe in creative ideas and making something new every day. **SeoClick** offers digital marketing training to you and make you expert. We value integrity, personal excellence, continual self-improvement and openness of our students to meet and exceed their goals.



Why 1 Year Certification is Important?

Every Year, the demand for Digital Marketing experts in India is growing by 25%. However, digital marketers lack practical experience. We believe in practical experience more than any theoretical knowledge. This cannot be done in 2-6 months. Our trainers have expertise in multiple domains and guide you in a better way. We guaranteed hands-on learning experience to talented youth. We are structuring our Digital Marketing training course with all required content, templates, videos, checklist, assignments and live experience. Some of the major points that make us different from others included:

- ♦ 12+ years **Experienced MNC Working Trainer**
- ♦ Maximum **10 Student in One Batch**
- ♦ **Practical** on Live Projects / Student
- ♦ Using **Only Digital** Means to Take Class
- ♦ **100% Placement & Internship** in Top MNCs
- ♦ **Complete Digital Marketing Course**
- ♦ **Corporate Environment** to Learn DM
- ♦ Knowledge Partner **SysTools & CloudCodes**



Diploma in Digital Marketing Course With 100% Job Guarantee

A complete 1 Year digital marketing diploma course that enriches you with in depth Theoretical knowledge and practical exposure to Digital Marketing.

We provide full-fledged In-class training to the Corporates, Professionals, Entrepreneurs and Students.

Highlights of SeoClick's 1 Year Digital



Opportunity to learn state-of-the-art Internet Marketing Strategies and implement them by yourself simultaneously.



Emphasis on Effective Digital Marketing Strategies and Practical Usage of various Online Marketing Tools by Google and others.



Guaranteed recruitment after completion the Certificate Course in SysTools Software – A Leading Software Development Company.



Experienced Teaching Staffs with successful career as the Online marketing Strategist in different MNCs.



Earn Dual Certificate - Masters of Digital Marketing certificate from SeoClick and Work experience certificate from SysTools.



Exposure to Corporate Culture with full-time working facility and Chance to work on Live projects and cases.

Diploma in Digital Marketing Course With 100% Job Guarantee

In SeoClick, we believe that anyone can do this one year diploma course in digital marketing and become digital marketer. If you are a graduate student (any subject), or completed your graduation, you can do this Digital Marketing certificate course for a bright future. If you are a professional who wants to build a career in Online Marketing or wants to join an MNC as a Digital Marketer, you must join this 1 year course. For understanding the Course clearly, the minimum educational qualification is 12th grade pass or Higher Secondary Examination.

12 months | 25 Learning Modules

Module 1 – Overview Of Digital Marketing

One year diploma course in digital marketing will be start with the overview of DM. Digital marketing encompasses all marketing efforts and techniques that uses internet and electronic device. Businesses leverage digital channels such as search engines, social media, email, and other websites to grow their business.



Module 2 – Website Design – Photoshop

In second module of one year program you will hands on Web Development. Web design is a process of conceptualizing, planning, and building a collection of electronic files that determine the layout, colors, text styles, structure, graphics, images, and use of interactive features that deliver pages to your site visitors.

Photoshop Designing: Graphic design is a process that combines words and images to convey ideas. It's done by professionals called graphic designers and used in fields like advertising.

Module 3 – Website - HTML, CSS, Bootstrap

In this module you will learn the latest technologies, like:

HTML stands for Hypertext Markup Language and is the standard markup language for documents designed and displayed in a web browser.

CSS stands for Cascading Style Sheet and is a stylesheet language used to describe the presentation of a document written in HTML or XML (including XML dialects such as SVG, MathML or XHTML).

Bootstrap is a free and open-source CSS framework directed at responsive, mobile-first front-end web development. It contains CSS- and JavaScript-based design templates for typography, forms, buttons, navigation and other interface components.



Module 4 – CMS Website Management

CMS stands for content management system and is a software application or set of related programs that are used to create and manage digital content. Here in one year diploma course in digital marketing you will learn, how can you create and manage website on WordPress.

Module 5 – Search Engine Optimization

Search engine optimization is the free of cost process of increasing the quality and quantity of website traffic by increasing the visibility of a website or a web page to users of a web search engine. Experienced and MNC working trainer will teach you.





Module 6 – Content Marketing

Content marketing is a form of marketing focused on creating, publishing, and distributing content for a targeted audience online. Content is king for digital marketing and it is the core factor of ranking.

Module 7 – Google Webmaster / Search

Google Search Console is a free web service provided by Google, which allows webmasters to check indexing status and optimize visibility of their websites. Search Console is used to understand, how Google is treating your website.



Module 8 – Search Engine Marketing



Search engine marketing is also called SEM and is a form of Internet marketing. Which involves the promotion of websites through paid advertising. After joining SeoClick one year diploma course in digital marketing program, you will get perfect guide and piratical implementation of SEM factors.

Module 9 – Social Media Ads

Social Media Advertising is a paid service and it includes Social network advertising, also social media targeting, is a group of terms that are used to describe forms of online advertising that focus on social networking services.





Module 10 – Google Analytics

Google Analytics is a web analytic service offered by Google that tracks and reports website traffic, currently as a platform inside the Google Marketing Platform brand. After completing one year diploma course in digital marketing you will be able to understand the Google Analytic data and make business strategy.

Module 11 – Google Tag Manager

Google Tag Manager is a tag management system created by Google to manage JavaScript and HTML tags used for tracking and analytics on websites. It is newest technique to manage tags and understand the audience in easy way.



Module 12 – Google Data Studio

Google Data Studio is a reporting tool, which is easy to use, customize, and share. It allows you to transform your data into appealing and informative reports for your audience. The Data Studio is like Google Analytics dashboards and provide options to manage data.

Module 13 – Social Media Marketing

Using social media platforms and websites to promote a product or service is known as social media marketing. Although the terms e-marketing and digital marketing are still dominant in academia, social media marketing is becoming more popular for both practitioners and researchers. Social Media Marketing is separate domain of getting job. Become expert in Social media marketing, join one year diploma in digital marketing course.





Module 14 – E-Commerce Setup & Marketing

Most demanding profile and high paid salary. E-commerce marketing is the act of driving awareness and action toward a business that sells its product or service online. E-commerce marketers can use social media, digital content, search engines, and email campaigns to attract visitors. Opportunity to work on E-commerce website during one year digital marketing program.

Module 15 – AdTech Platform

Adtech refers to technologies used for programmatic ad buying and selling possible. Tech advertising covers all of the demand-side platforms, supply-side platforms, and ad exchanges, as well as, DMPs and CDPs which are databases that store user digital identities. Learn Adtech technologies from experts.



Module 16 – MarTech Platform

MarTech is also known as Marketing Technology, is the term for the software and tech tools marketers leverage to plan, execute, and measure digital marketing campaigns.

Module 17 – Email Marketing

Email marketing is the act of sending a commercial message to a group of people, using email like Gmail, Yahoo Mail etc. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. Learn techniques to land email into receiver's Inbox.





Module 18 – Mobile App Marketing

Mobile app (IOS App, Android App, Windows App) marketing is the process of creating marketing campaigns to reach your users at every stage of the marketing funnel. It is the process of engaging your app users throughout their entire experience with your app.

Module 19 – AdSense & Blogging

One of the most spreading business is blogging. Simply create a website select your niche and create posts. Engage users on your website and add your website for Google AdSense. Google will manage the add on your website and you will earn money.

Google AdSense is a program run by Google through which website publishers in the Google Network of content sites serve text, images, video, or interactive media advertisements that are targeted to the site content and audience. These advertisements are handled, sorted, and maintained by Google itself.



Module 20 – Affiliate Marketing

Every company needs affiliate in different regions. Affiliate marketing is a type of performance-based marketing in which a business rewards commission on their product or devices to their affiliates. In this you can work from your place (main advantage).

Module 21 – Lead Generation

In digital marketing, lead generation is the initiation of consumer interest or inquiry into products or services of a business. Leads can be created for purposes such as list building, e-newsletter list acquisition or for sales leads etc. Know lead generation and conversion techniques. Join SeoClick one year diploma course in digital marketing.



Module 22 – Online Reputation Management

Online reputation management is also known as ORM. In general the Reputation management refers to managing brands positive values. It related the business and consumer relationship. Once a brand poss good ORM, then it become quite easy to scale the business at level of paramount.

Module 23 – Video Creation, Editing and Live

Learn how to create professional videos by using professional equipments. Also with this learn video editing and ranking on video platforms like YouTube etc.

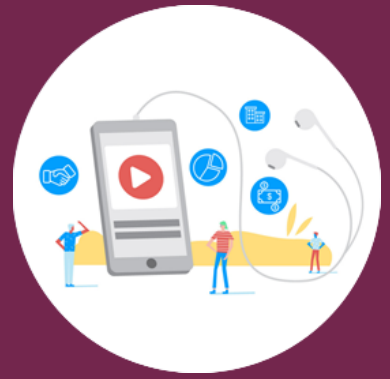


Module 24 – YouTube Marketing (Channel Setup and Promotion)

For online and offline Business owners and internet marketers, YouTube Marketing is an essential strategy to take advantage of the web's massive shift toward video. There is also option of YouTube Ads. Get admission in one year diploma course in digital marketing and learn all modules.

Module 25 – Podcast

The podcast combines interviews with global experts, together with the latest news, tools, strategies and techniques to give your digital marketing the edge. Learn how to manage Digital Marketing Podcast and promote.



Perks of Joining SeoClick

Choosing **SeoClick** will be one of your best decision to take your career at new heights. We value our clients and have full faith on our trainers. By joining our digital marketing program, you will get following advantages:

- ♦ **100% Placement** and Internship in **MNCs**
- ♦ **2 Free Demo** Classes
- ♦ Maximum **10 Students in One Batch**
- ♦ Only on **Weekend Classes**
- ♦ Two Hours Separate **Practical Classes**
- ♦ All **Google Certifications***
- ♦ **Earn** While You Learn
- ♦ Separate Backup Session
- ♦ No Expertise and Education Required
- ♦ **12+ years MNC Working Trainer** will Take Session
- ♦ Doubt clearing session
- ♦ Focus on **Practical Implementation**
- ♦ **Trusted by Government Agencies**
- ♦ **Provide Study Material** in Soft Copy

Mr. Anuraag Singh, CEO of SeoClick

Anuraag Singh is the CEO of **SeoClick**, a leading provider of digital marketing courses / services and training institute. He brings an extensive background in digital marketing courses and services to **SeoClick**. His motive to begin **SeoClick** is to make users aware with the power of digital marketing. This makes him transformed the company into digital marketing powerhouse offering courses, internships, and jobs.



Anuraag Singh
CEO, SeoClick

Before **SeoClick**, **Mr. Anuraag Singh** is a co-founder and CEO of **SysTools**, a data recovery, digital forensics, and cloud computing solutions provider. He believes in simplifying the life of world. He is one of the highly recognized experts in the field of digital forensics. Closely associated with Delhi Police Cyber Crime Branch, Cyber Cell, and other digital forensics investigators

Mr. Anuraag Singh is a Digital Marketing Influencer who make SysTools reaches the height of popularity in last 12 years. The immense growth of SysTools defines the importance of digital marketing in any business. He brings design expertise, creative content marketing, and multiple digital marketing strategies to create a great brand experience for customers. He always motivates people to build a strong brand presence to attain a sustainable business growth.



Our Trustworthy Trainers

As a certified Digital Marketing Trainer **Mr. Chirag Arora** has more than **12+ years** of experience in Digital Arena as well as **8+ Years Training Experience**.

He understands the need of the digital marketing students and therefore tries to fulfill all their requirements. He is sharing the overall experience with you, currently working as Manager at an MNC.



Chirag Arora

Digital Marketing Trainer



Ashwani Tiwari

Digital Marketing Trainer

Mr. Ashwani Tiwari is among the best Digital Marketing Trainers in SeoClick with more than **5+ years** of experience in Digital Marketing arena. He has **3+ years** of training experience and a great innovator in his field.

He is expert in using traditional advertising style in fusion with modern digital marketing techniques. With all this, he is currently working as a SEO Expert at an MNC.

Mr. Jubith Paloth is a Microsoft Excel expert. He has an experience of **10+ years** in the field of MIS and handled numerous projects in his career. Finding the shortest ways in Microsoft Excel make him unique.



Jubith Paloth

MS Excel & Video Editing Trainer

Our Knowledge and Learning Partners



SysTools is the leading organization in the field of Data Recovery, Digital Forensics, and Cloud Computing. It is a parent organization of SeoClick as co-founded by the CEO Mr. Anuraag Singh.

SysTools is directly associated with CCCI (Centre for Cyber Crime Investigation, Noida, India), CBI Cyber Investigation Team, New Delhi and many other Special Cyber Cell Team in India and abroad.

CloudCodes, another big investor of SeoClick. CloudCodes provides cloud solutions allowing the enterprise to the open doors for business value- regardless of the location. They offer top notch CASB solutions that enable enterprises to adopt cloud for better collaboration and without any worrying about the cloud data security.



Where Our Students Works?

Crafting visually stunning memorable experiences for trainees



Trusted by Government and Law Enforcement Agencies



ITD



Delhi Police



Noida Police



CBI



CCC



Railway Police



DRI



DGGSTI



NCRB



For Demo Class Call Us

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