




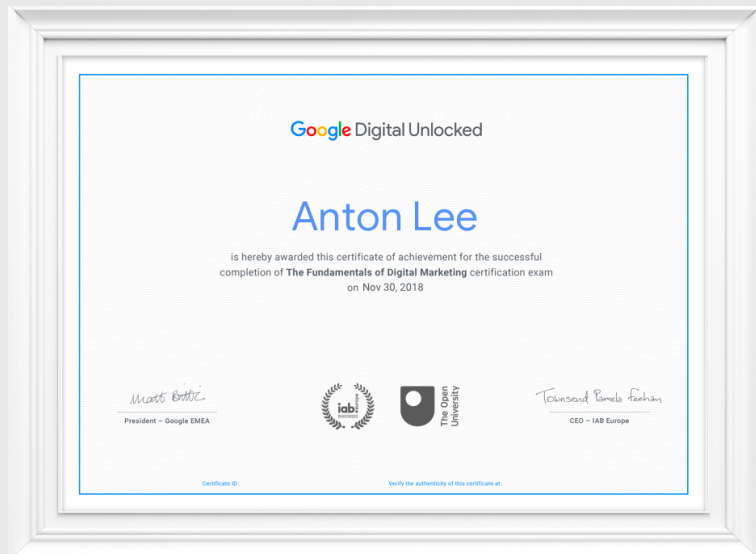
RITS DIGI LEARNING

DIGITAL MARKETING
COURSE CURRICULUM



WHAT YOU WILL LEARN

Digital Marketing Fundamentals
Search Engine Optimization (SEO)
Website Planning and Structure
Facebook Marketing for Business
Google Adwords and PPC Advertising
YouTube and Video Marketing
E-mail Marketing for Business
Lead Generation & Marketing Automation
eCommerce and Payment Gateway
Remarketing Strategies
LinkedIn and Twitter Marketing
Google Analytics and Webmaster Tool
Affiliate Marketing & Google AdSense
Case Studies and Practical Assignments
Google Certification Program Training





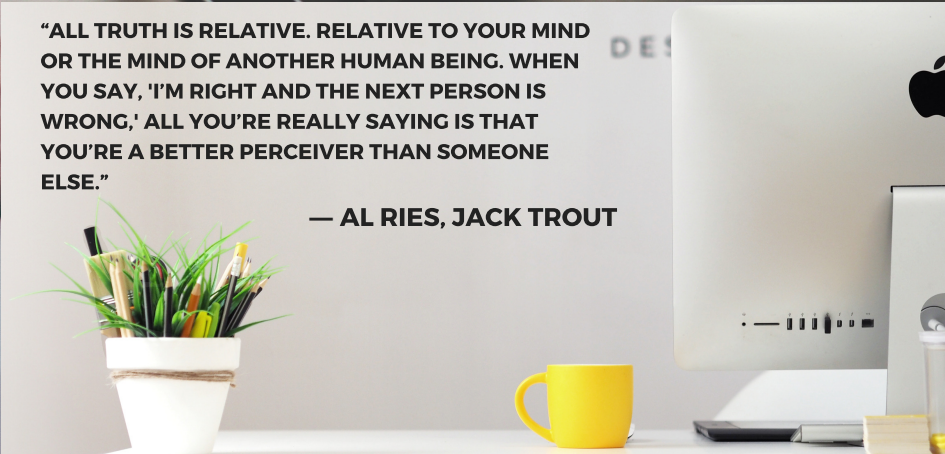
In social media optimization session, we can give proper guidance in achieving good social authority, improving online visibility through social media websites, utilizing social media websites for more conversion chances, brand imaging, popularizing, etc.





**"ALL TRUTH IS RELATIVE. RELATIVE TO YOUR MIND
OR THE MIND OF ANOTHER HUMAN BEING. WHEN
YOU SAY, 'I'M RIGHT AND THE NEXT PERSON IS
WRONG,' ALL YOU'RE REALLY SAYING IS THAT
YOU'RE A BETTER PERCEIVER THAN SOMEONE
ELSE."**

— AL RIES, JACK TROUT



Exams and Certifications

Section 01 : Registering Google Certification Program (Free)

Section 02 : Training for Google AdWords Certification

Section 03 : Training for Google Analytics Certification

Section 04 : Training for Google Video Advertising Certification

Section 05 : Sample Test Papers for Google Certification Examination

Section 06 : Digital Marketing Intern Letter From RITS Technologies

LEARNING THINGS
HALF-IS NEVER GOING
TO HELP YOU. IT IS
ALWAYS COMPLETE OR
NOTHING.

In SEO analysis, candidates can learn how to analyze a website and understand various criteria of SEO analysis of a website. This session will include introduction of useful SEO analysis tools, its effective usages etc. Students can understand how to prepare a documentation report connected with initial website analysis, traffic ranking analysis etc.

We will instruct how to modify the website pages, URL structure, header section, content, image, anchor texts, heading tags etc. Our main objective is to improve confidence in our candidates to optimize website pages attract Google bots and make impressive to users, generating more impression, clicks, click through rates, page views, easy user navigation and highly interactive experience to website users. Our SEO on-page training sessions help our candidates to understand the ways to achieve a good identity for web page rather than attract search engine spiders.

