ABOUT THE COURSE

The Digital Marketing Program at A2N Academy is designed to provide you with the necessary career-oriented skills of digital marketing and help you become a digital marketing expert. Get Hands-on Learning Experience with live accounts, design, analyze and implement strategies under the guidance of digital marketing industry experts. Live instructor-led training sessions and live projects will help you get hands-on experience paving your path to becoming a professional Digital Marketer.
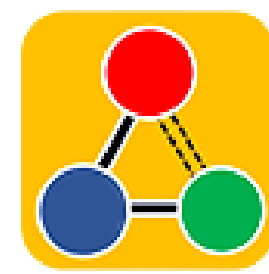
A2N ACADEMY
Career Transformation Skill Development

START YOUR DIGITAL JOURNEY TODAY!

Enroll today and take your career to next level!

Our Mission

A2N Academy combines tech expertise and business intelligence and enables individuals to develop and implement digital marketing strategies that create a strong impact on business growth.

Our Vision

Enabling Digital Transformation with the help of upcoming talent.

About A2N Academy

We strive to contribute skilled professionals with unique competition through their talents that are in high demand in the top companies across the globe. We are committed to achieving 100% excellence in teaching, learning, and career placements with a respectable income.

ENABLING DIGITAL TRANSFORMATION
WITH THE HELP OF UPCOMING TALENT.

Why Choose A2N ?

✓ 60+ hours of live learning

✓ Industry recognized certifications

✓ Experience of handling live accounts

✓ 20+ Real time projects

✓ Expert Mentors with more than 10 years of industry experience

✓ Live internship experience

✓ Industry oriented curriculum

✓ Real world case studies

✓ Industry relevant tools and techniques

✓ 50+ assessments

✓ Lifetime learning partner

✓ Career mentoring sessions

Who can learn the course?

Students/Freshers who want to start their career

Freelancers who want to explore more opportunities

Working Professionals who want to upskill their profile

Individuals with **Career Gap** who want to start their career

Individuals planning a **Career Shift** from their current domain

Individuals who want to **Start their career**
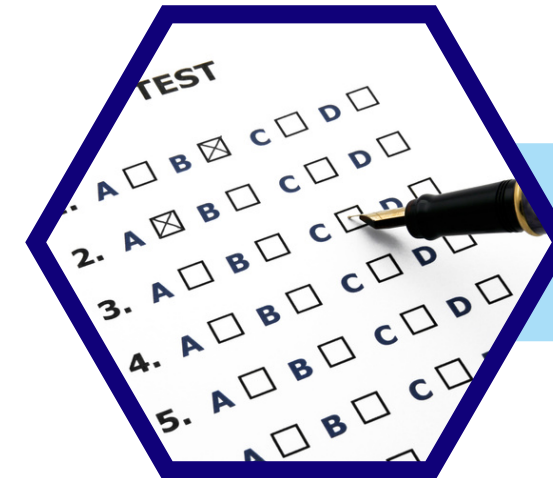
YOUR LEARNING JOURNEY
AT A2N ACADEMY

Step 1

Submit your Details

Step 2

Enroll and get your LMS access

Step 3

Get course details with project & test series

Step 4

Work on live projects

Step 5

Work on your assessment project

Step 6

Get your project assessed

Step 7

Get your course completion certificate

Step 8

Placement guidance sessions

Step 9

Start your internship or job after the course.

Learn beyond the course and become an experienced developer

Our course is ideal for beginners, professionals and Non-IT techies who are keenly looking for a better career option in web designing.
In this digitalized world, web designing has got the prominent role to make things handy to everyone. So we have decided to bring enthusiasts and future techies into the web designing technology through industry best experts.
After completing this course , you will gain immense knowledge to design websites on your own, enough confidence to work with expertise in the IT industry and can easily crack interviews from beginners to expertise level.
"Communication is meant to express our opinions whereas web designing is to bring our thoughts into the digital era to enhance our business". This course is combination of multiple technologies to gain extensive knowledge in web designing.

Introduction

MODULE 1: Introduction to Digital Marketing and Core Modules

- **Introduction to Digital Marketing**
- **Different online marketing channels**
- **Understand the journey of online customer**
- **Key Terminologies in online Marketing**
- **Overview to Content Management System**
- **Overview of case study and business model**

MODULE 2: Search Engine Optimization

- **Introduction To Search Engine Optimization**
- **How Did Search Engine work?**
- **SEO Fundamentals & Concepts**
- **Understanding the SERP**
- **Google Processing**
- **Indexing**
- **Crawling**
- **Areas of off-page SEO that help in establishing the brand name**
- **TRUST- RankBrain, TrustRank, PageRank**
- **Domain and Page Authority**
- **Bounce rate**
- **Domain age**
- **Ways to improve the domain and page authority**
- **Backlinks and website**
- **Factors to consider while getting the backlinks**
- **Ways to find and identify the relevant platforms, and blog posts for**
- **backlinks**
- **Google My Business Listing**
- **Usage of Social Media platforms in creating backlinks**
- **Elements to conduct a comprehensive site audit**
- **Real-time analytics and mouse tracking using heatmap**
- **Tools and techniques to improve site performance, user experience and SERP ranking**

SEO-
On Page
Optimization

MODULE 3: On-page optimization

- URL renaming/re-writing
- Url Canonicalization (301 redirects using .ht access code)
- Optimizing websites by Analysing Clients Individual Web Pages using Dupli-checker, Copy scape for Refreshing Content
- Text to Html Ratio, Website Loading Speed, Site Navigation Structure
- Importance of Bread Crumb Structure
- Competition Analysis
- Keyword Research (Google Keyword tool)
- Title & Meta Tags development
- Importance of H1, H2, H3 Tags
- XML sitemap Creation, Html sitemap
- Robots Text Creation
- Keyword density, Anchor Text in web content
- Existing Web Content Optimization?
- Competitor Analysis & Monitoring
- Schema (Rich Snippets)

Google Web Master

MODULE 4: Google Web Master

- **Adding a Site and Verification Process**
- **Configuration Settings**
- **URL Parameters**
- **Search Analytics Reports**
- **Crawl Errors / Stats**
- **Google Fetch**
- **Blocking the Crawler and blocking pages**
- **Traffic**
- **Search Queries**
- **Links to Site / Internal Links**
- **Resubmitting Sitemaps**
- **Robots.txt tester**
- **Remove/ Temporarily hide urls from search results**
- **Remove URLS from index**
- **HTML Suggestions**
- **Rich Snippets**
- **Data Highlighter**

Research and analysis of keywords

MODULE 5: Research and analysis of keywords

- Importance of keywords in seo
- What are keywords?
- Types of Keywords (Broad match, Exact match, Phrase Match , Broad matchModifier)
- Analysis of keywords for any website
- Research on keywords
- Competitor keyword analysis and tools used
- Analysis of keywords using Google Ad Words keyword tool
- Competitor Analysis Fitting right keywords to the project
- Discussion on Google Latest Algorithms
- Competitor Keyword Research Tools : Keyword Spy, SPyfu, SEM Rush

Off page SEO optimization

MODULE 5: Off page SEO optimization

- **Directory Submissions**
- **Social Bookmarking in high PR sites**
- **Participation in Forums and Effective interaction to get Permanent Back links**
- **Blog Commenting**
- **Classified Submissions**
- **Guest Blogging**
- **Article Submission**
- **PDF sharing**
- **Deep Linking**
- **Search Engine Submission**
- **High PR Web 2.0 sites**
- **Creating Attractive Info graphics and Sharing in Social Networks for User Engagement**
- **Image Sharing Submission**
- **Google Reviews**
- **Google Mapping**
- **Yahoo answers, Quora answers**
- **Google Algorithm- Panda Algorithm, Penguin Algorithm, Hummingbird Algorithm, Pigeon Algorithm, Mobile Algorithm, RankBrain Algorithm, Possum Algorithm, Fred Algorithm**

Off page SEO optimization

MODULE 5: Off page SEO optimization

- **Directory Submissions**
- **Social Bookmarking in high PR sites**
- **Participation in Forums and Effective interaction to get Permanent Back links**
- **Blog Commenting**
- **Classified Submissions**
- **Guest Blogging**
- **Article Submission**
- **PDF sharing**
- **Deep Linking**
- **Search Engine Submission**
- **High PR Web 2.0 sites**
- **Creating Attractive Info graphics and Sharing in Social Networks for User Engagement**
- **Image Sharing Submission**
- **Google Reviews**
- **Google Mapping**
- **Yahoo answers, Quora answers**

- **Google Algorithm- Panda Algorithm, Penguin Algorithm, Hummingbird Algorithm, Pigeon Algorithm, Mobile Algorithm, RankBrain Algorithm, Possum Algorithm, Fred Algorithm**

- **SEO Audit report tool-**
1. **Screaming Frog SEO Spider (for larger websites)**
2. **IWebchk**
3. **Seoptimer**
4. **Woorank**
5. **SEOsitechekup**
-

Social Media Marketing- Facebook

MODULE 6: Social Media Marketing- Facebook

- Understanding Social media Landscape
- Benefits of Social media marketing
- How to increase Facebook likes, shares, Reach for posts
- How to find targeted audience on facebook?
- How to create Facebook page?
- How to create Facebook groups and participate in a right way?
- Creating Events, Customizing tabs in Facebook page

- Facebook ads
1. Understanding Campaign, Adgroup, Ads Structure
2. Brand awareness Campaign
3. Reach Campaign
4. Likes Campaign
5. Event Response Campaign
6. Boost Post Campaign
7. Lead Generation Campaign
8. App install Campaign
9. Video Campaign
10. Conversion campaign
11. Difference between Custom Audience and look a like Audience and how to use it
12. Upload custom audience and run ads for different campaigns
13. Retargeting on Custom Audience
14. Detailed Explanation on Reach, Impressions , Clicks , Click through rate, conversion,conversion rate , link clicks, link click through rate
15. How to generate the reports after running live campaigns ?
16. Analysing the reports and calculating ROI
17. Applying filters, Rules, break down and generating reports

Social Media Marketing- Twitter

MODULE 6: Social Media Marketing- Twitter

- How to find targeted audience on Twitter
- Creating twitter profile
- Increasing followers on twitter
- Using hash tags
- Embedding the tweets
- Likes ,retweets, lists , Moments
- Integrate twitter with facebook and other tools
- Customizing twitter profile
- Twitter analytics, Analysis
- 3rd party tools to find targeted audience in twitter
- Competitor analysis
- Follows ,unfollows , Net followers
- Location wise followers
- Twitter ads

# Social Media Marketing- Pinterest

MODULE 6: Social Media Marketing- Pinterest

- **Creating Pinterest profile**
- **Creation of Boards and Pins**
- **Adding pins in relevant boards**
- **Increasing followers**
- **Finding right pins using hashtags**
- **Increasing network in pinterest**
- **Importance of image sharing and role of pinterest**
- **Indexing pinterest images**
- **Repins and boards concept**
- **Sharing pins**
- **Pinning other pins in our boards**
- **Pinterest analytics**
- **Website analytics in Pinterest**

Social Media Marketing- Linkedin

MODULE 6: Social Media Marketing- Linkedin

- **Creating LinkedIn profile**
- **Creating LinkedIn page**
- **Increasing connections by using various techniques**
- **Discussion on 1st connection, 2nd connection, 3rd connection**
- **Finding company pages and following them**
- **Sending personal invitation**
- **Who's viewed your profile**
- **Notifications, Messages**
- **Lead generation using LinkedIn**
- **Using Advanced filters to find targeted professionals on LinkedIn**
- **Alumni to connect with previous employers or educational groups**
- **Creating groups and participating in LinkedIn**
- **Group access levels**
- **Page access in LinkedIn**
- **LinkedIn pulse and content marketing strategies**
- **Linkedin Ads**

1. **Display ADS**
2. **Inmail ADS**
3. **CPC ADS**
4. **Sponsored ads**
5. **Lead Generation ADS**
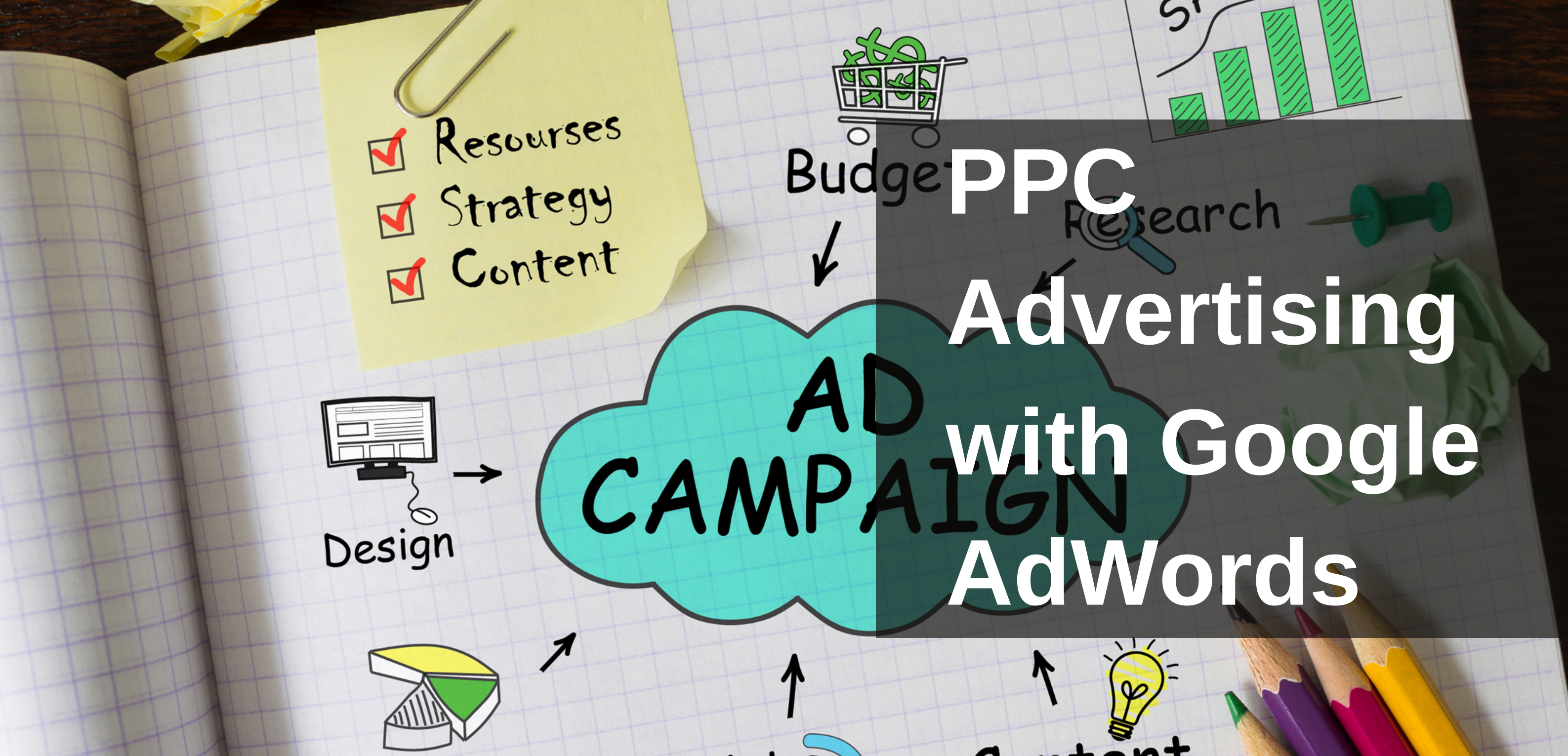
PPC Advertising with Google AdWords
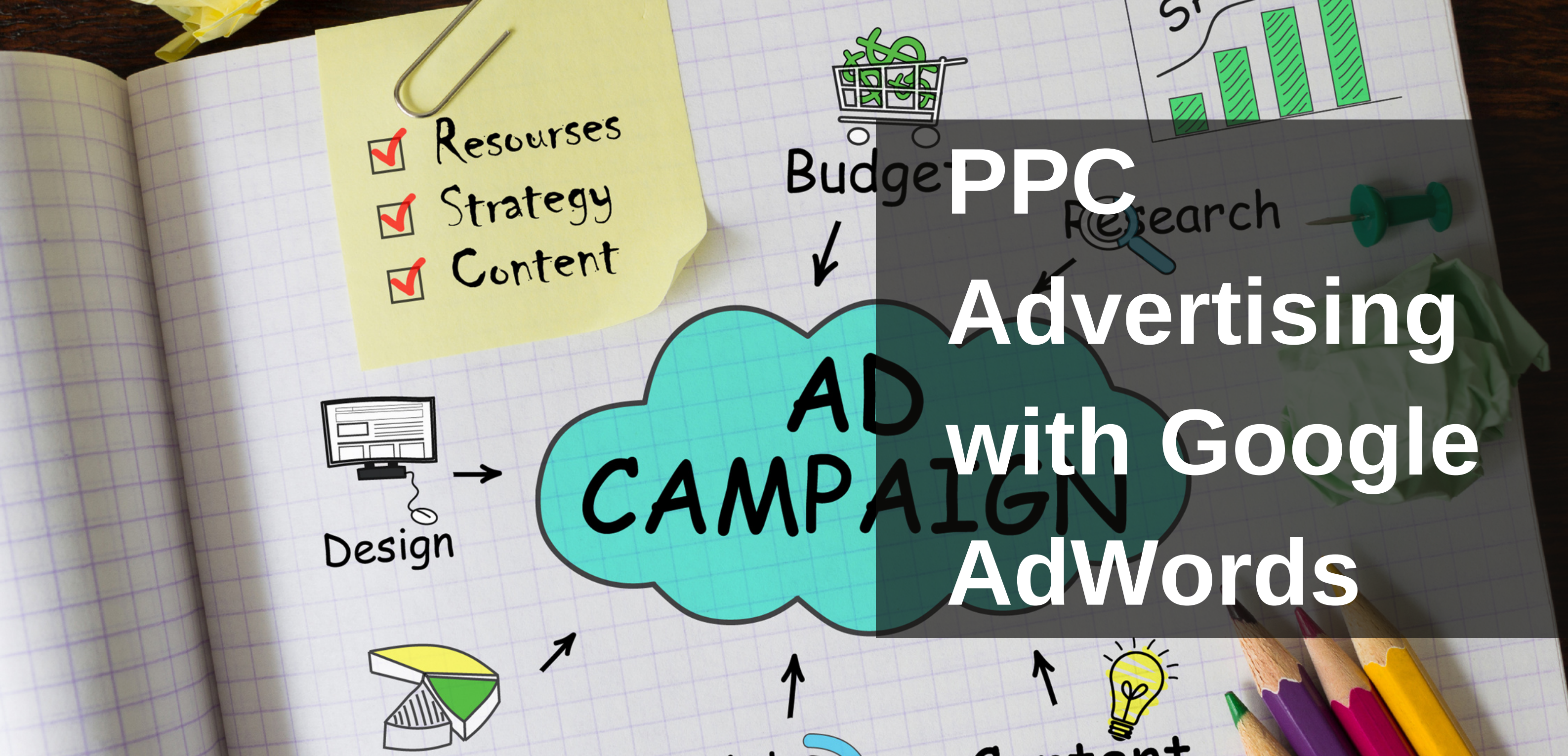
MODULE 7: PPC Advertising with Google AdWords- I

- Understanding purpose of Campaign
- Different types of Campaigns
- Importance of Each Campaign
- Social Network

1. Creating Search Network Campaign
2. Account Limits in Adwords
3. Location and Language Settings
4. Networks and Devices
5. Bidding and Budget
6. Schedule: Start date, end date, ad scheduling
7. Ad delivery: Ad rotation
8. Purpose of Ad Groups
9. Keyword Types (Broad, Phrase, Exact and Negative)
10. Adwords Keyword Tool
11. Text Ad Format
12. Quality Score and Its Importance
13. AD Rank, Understanding the Ad Group and Keywords Dash Board
14. Search Terms, Segments , Filters, Reports, Alerts Setting
15. Access levels (Standard , Read only, Email, Admin)
16. AdWords Interface Tour
17. AdWords Dash Board
18. Billing in AdWords
19. Device Bidding (Mobile, Desktop, Tablet)
20. Negative keywords identification
21. Tools and techniques to find negative keywords
22. Impressions, Clicks, CTR, Cost, AVG CPC ,MAX CPC
23. Ad Extensions- Site links Extensions, Call Extensions, Call out Extensions, Message Extensions, Structured Snippet Extensions, Price Extensions, Location Extensions, App Extensions

PPC
Advertising
with Google
AdWords
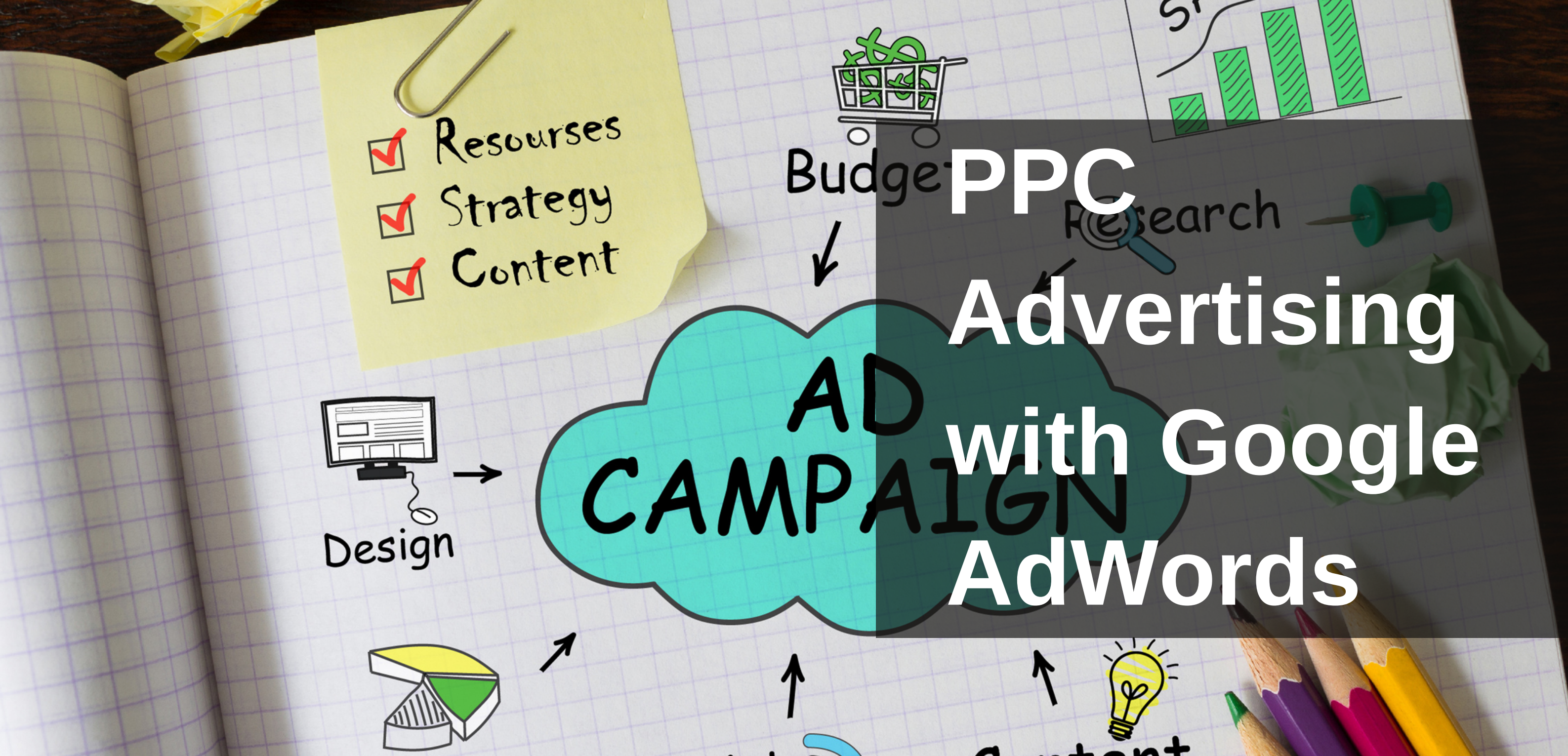
MODULE 7: PPC Advertising with Google AdWords- II

- Display Network Targeting
1. Setting a Display Network Campaign
2. Concept of VCPM and Branding
3. Automatic Placements
4. Manual Placements
5. CPC Bidding and VCPM Bidding
6. Ad delivery: Ad rotation, frequency capping
7. Topic Targeting
8. Keyword targeting
9. Placement targeting
10. Purpose of Conversions
11. Creating Conversion Tracking Code
12. Tracking the Conversions
13. Purpose of Conversions
14. Clicks, Impressions, Viewable impressions, CTR, Cost,Conversion rate , Cost/conversion, Allconversions, View through conversions,
15. Remarketing List creation and ads
16. Creating Gmail ads
17. Uploading customer email ids , selecting targeted customer lists,creating different formatsof Gmail ads
18. Impressions, Clicks, Gmail forwards, saves , CTR, Cost, AVG CPC

PPC Advertising with Google AdWords

MODULE 7: PPC Advertising with Google AdWords- III

- **Video Network**
1. **Creating Video Campaign**
2. **In stream ads**
3. **Bumper ads**
4. **Video Discovery ads**
5. **Views, CPV, Impressions, Clicks, CTR, Avg CPC , Cost, Interaction rate**
6. **Keyword Targeting**
7. **Topic Targeting**
8. **Placements Targeting**
9. **Remarketing in youtube ads**

- **Universal app campaigns**
1. **Creating App campaign**
2. **Importance of Mobile app installs**
3. **Different ad formats like Text , image , Video ads in app install campaigns**
4. **Tracking Report**

Google my Business & Google Mapping

MODULE 8: Google my Business & Google Mapping

- **Setting up account in Google my business**
- **Entering business details and adding tags**
- **Verification code process**
- **Access levels**
- **Adding posts**
- **Photos**
- **Interface tour**
- **Access levels and location extensions concept in adwords**
- **Adding multiple locations and getting verified for each listing**

Google Analytics

MODULE 9: Google Analytics

- Introduction to Google analytics
- How Google analytics works
- Understanding Google analytics account structure
- Cookies importance in Google analytics
- Setting up an account in Google analytics
- Adding analytics code in website
- Understanding different types of traffic
- Downloading different traffic reports
- Creating Key performance indicators using primary and secondary dimension
- Understanding Bounce rate and how to reduce it
- Setting up goals and tracking conversions
- Different types of Goal conversion paths
- Importance of funnels in goal conversions
- Integrating Google AdWords with Google Analytics and Google Merchant center
- Tracking AdWords Campaign reports in Analytics
- Filtering the traffic and creating different types of Pictorial charts to analyze reports visually.
- Importance of UTM Tagging (Automatic and manual)
- Enabling Automatic UTM tagging gclid in Google AdWords
- Event Tracking in Google analytics
- Creating Dashboards
- Checking Real Time Traffic
- Creating Advance Segmentation Reports with multiple Dimensions
- Attribution Modelling (Single Multichannel)
- Creating Custom Reports
- Remarketing using Google Analytics
- Tracking Ecommerce Reports
- Google Analytics Solution Gallery

MODULE 10: Content Marketing & Conversion Rate Optimization- I

- What is conversion rate and conversion rate optimization
- How to generate leads for B2B using LinkedIn
- Generating leads through Facebook
- Advantages of premium membership in LinkedIn
- Importance of A/B Testing and tools used
- Landing page Design importance in getting leads
- Importance of content marketing
1. Top of the Funnel Content – Goals and Metrics
2. Middle of the Funnel Content – Goals and Metrics
3. Bottom of the Funnel Content – Goals and Metrics
4. Editorial Calendar
- Creating a customer avatar

- Ways to develop powerful and engaging content to drive business growth
1. Blog marketing
2. Writing powerful headlines – rules, ideas, and templates
3. Blog post types
4. Call to Actions
5. Lead Magnets

- Using other forms of content to boost traffic, exposure, and engagement
1. Emails and newsletters
2. Using the power of a story to influence and connect with customers
3. Crafting a content marketing strategy

Content Marketing & Conversion Rate Optimization

MODULE 10: Content Marketing & Conversion Rate Optimization- II

- **Content Distribution**
1. **Content distribution basics**
2. **Social sharing**
3. **Organic and Paid content distribution**

- **Overview of Conversion Rate Optimization (CRO)**
1. **Design and UX**
2. **Psychology of Persuasion**
3. **Best practices for conversion**
4. **Principles of persuasive design**
5. **Data driven attribution**

Research techniques for CRO
1. **Google analytics audits**
2. **User testing**
3. **Heuristic analysis**
4. **Qualitative research**
5. **Heat maps and mouse tracking**
6. **Using analytics to discover hidden conversion opportunities**

Testing
1. **Testing strategies**
2. **Common mistakes and how to avoid them**
3. **Running tests: from hypothesis to stopping rules**
4. **Test Priority**
5. **Threat validation**
6. **Testing and QA**

- **Optimization Strategies**

Online Reputation Management

MODULE 11: Online Reputation Management

- How to maintain positive brand for any company?
- How to remove negativity for any company website?
- How to remove the negative links in top positions in Google
- ORM Tools
- How to find who mentions about our company in online
- Discussion on paid content curation tools

Google adwords express

MODULE 12: Google adwords express

- **Difference between adwords express and Google adwords**
- **Setting up the account**
- **Creating ads**
- **Tracking the report**
- **Billing**
- **Budget process**
- **Location targeting**
- **Estimated reach**
- **Keyword targeting**

Affiliate Marketing

MODULE 12: Affiliate Marketing

- What is affiliate marketing and how to earn money from it?
- Discussion on the worlds popular affiliate network sites
- Creating banners and using them on blogs
- Identifying the money making, highly targeted and less competitive keywords
- How SEO helps in Affiliate marketing and Google AdSense
- Registering in Affiliate network sites
- Promoting various sites
- What is Google AdSense?
- Why Google AdSense is the highest money making method in the world(Monthly income more than 10Lakhs)
- How to get approval from Google to display ads in your sites and earn money

SMS and email Marketing

MODULE 13: SMS and email Marketing

- Importance of SMS marketing
- Challenges faced in bulk sms marketing
- DND and Non DND
- Promotional and transactional SMS
- How to choose best SMS tool provider in the market
- Sender Id creation
- Creating templates
- Sending Templates
- Uploading mobile nos
- Understanding the list , groups , paste list options
- Tracking reports
- Retargeting the people who engaged with SMS
- Flash SMS
- What is email marketing
- Importance of email marketing in generating leads
- Email list Validation tools
- How to write effective subject lines
- How email Marketing works
- Challenges faced in sending bulk emails
- Setting up campaigns and lists
- Creating email marketing template and sending bulk mails
- Uploading mail IDs to the tool
- Creating subscriber lists
- Checking open rates , clicks , click through rate
- Checking traffic from various locations
- Creating Popups, Landing pages , Embedded Forms
- Automated Workflows
- Growing subscribers list

Digital Marketing

Support

Blogs

SEO

Social Media

Strategy

Service

Trends

Communication

buffer
Ubersuggest
SEOmofo
ahrefs

facebook Ads
similarweb
Quora
Linked in ads

GTmetrix
MOZ
hotjar
WORDPRESS
SEMRUSH

Hootsuite™
Google My Business
YouTube Ads
FileZilla

SpyFu
Google Ads
mailchimp
Ads
Google Analytics

CAREER OPPORTUNITIES

Digital Marketing is one of the upsurging fields in today's industry and is implemented across industries and sectors globally. Companies all over the world are looking for digital brand managers to build the virtual presence of their businesses.

According to LinkedIn, the "Digital Marketing Specialist" role is among the top 10 most in-demand jobs, with 860,000 job openings. The most requested experience in digital marketing includes social media, content strategy, SEO, analytics, and more.

The **average salary** for digital marketing professionals initiating their career is 4-7 lacs per annum and experienced professionals' salary ranges above 20 lacs per annum. This may vary across industries depending on the job role, skill, nature of work, city, etc. The IT/Computer industry contributes 46.01% of digital marketing jobs.

JOB ROLES
YOU CAN WORK

- Digital Marketing Executive
- Digital Marketing Analyst
- Digital Marketing Freelancer
- Affiliate marketing Manager
- Campaign Specialist
- Web Analyst
- SEO Specialist
- Social Media Specialist
- Google Ads Specialist
- Email Marketing Specialist
- Online Reputation Specialist
- Content Marketing Executive

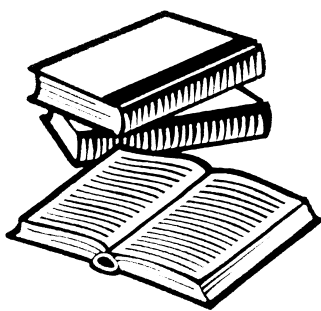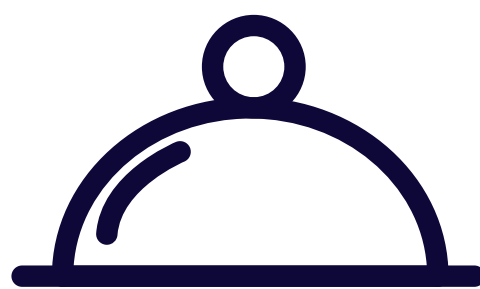# Industries you can work as a Digital Marketer

Health

Fitness and Nutrition
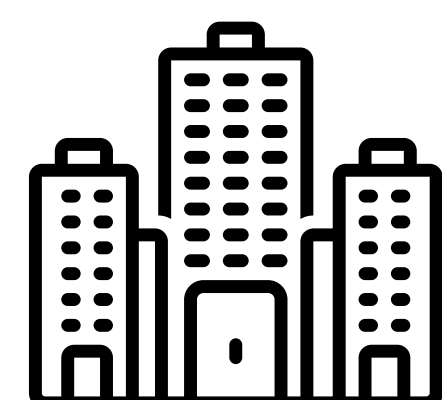
Entertainment

Education

Food

Retail Industry

Ecommerce

Real-estate

IT firms

A2NACADEMY
Career Transformation Skill Development

CERTIFICATE OF COMPLETION

COURSE NAME

STUDENT NAME

has successfully completed **COURSE NAME** from
A2N Academy on
DD/MM/YYYY

NANDINI S
Founder & CEO

AJAY KUMAR
Senior Manager

Credential id:XXX XXXXXXX
#265, 2nd floor, 6th Cross, 1st main, Domlur
Indiranagar, Bengaluru, Karnataka 560071, Contact 9845366616

Course completion certificate

A2N Academy helps you work on Real-Time projects and assignments that are highly significant in the corporate world. We provide enriched and diverse learning to improve your knowledge of various concepts.

Our professional trainers will provide theoretical and practical Course. With the completion of the course, we award our students with a course completion certificate.

It enriches the value of your resume and helps you obtain jobs in reputed firms for decent pay. The student will receive the course completion certificate only after completing the assignments and the Real-Time projects approved by Industrial Experts.
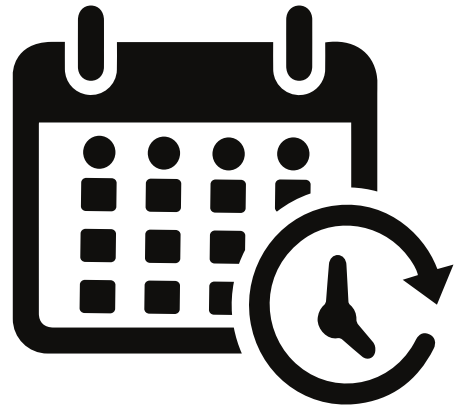
Our E-certificate provides a unique ID that allows you to share this certificate across various professional websites to promote your technical skills.
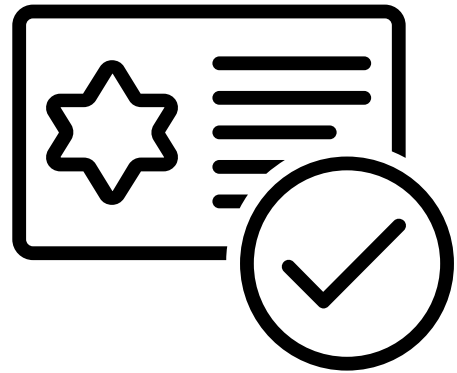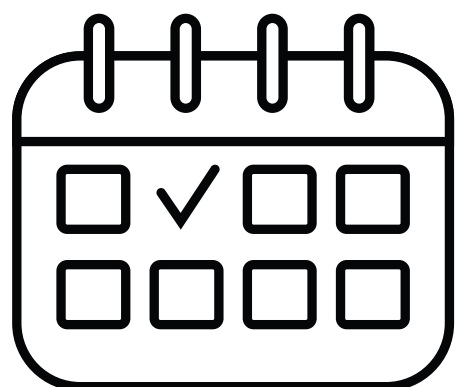
Students previously placed in

MAERSK

Mindtree

TATA CONSULTANCY SERVICES

IBM

PFSweb

HCL

SARAS FIX
Unlocking & Repairs

Flipkart

accenture

BridgeLabz

indegene

genpact

Microsoft

Technoviz AUTOMATION
Excellence Innovation Expertise

nextwebi
Imagination, Meet Implementation

adaan

virtusa
Accelerating Business Outcomes

HealthCare Beauty

GLOBUSSOFT
TECHNOLOGY AHEAD OF TIME

Program Overview

COURSE DURATION: 3 months

ELIGIBILITY: Completed +12

PROGRAM START DATE: 20th of every month

Program Fee: INR 30,000

Installment schedule

Course	Amount	Payment Date
Registration Fees	INR 5000	On Enrolling
1st Installment Fees	INR 14000	Before classes start
2nd Installment Fees	INR 11000	After 10 days of class starting date

CONTACT US

Call: +91 9008582466

Email: connect@a2nacademy.com

Website: www.a2nacademy.com

START YOUR JOURNEY TO DIGITAL GROWTH TODAY!