



**A.S.**  
TECHNOLOGIES

# A.S. Technologies

#BEST DIGITAL MARKETING INSTITUTE IN PUNE

## DIGITAL MARKETING

This course provide training for making strategies and tools used to increase products sales and services through digital platform

## COURSE OVERVIEW

A.S. Technologies Offers 3 Months Intensive Program For Beginners As Well As Professionals...

## FUTURE OF DIGITAL MARKETING

Marketing as a concept is evolving constantly. Ever since the boom of the internet, more customers are using it which has led to the birth of a new form of Marketing Called Digital Marketing. Digital Marketing offers niche and lucrative career options for the youth in India.

## WHO CAN DO

- Business owner
- Working Professionals
- Students (10/12 pass )
- Job Seekers
- Freelancer

## OUR FEATURES

- Fully practical training
- latest Marketing Trends
- cost-effective and scalable
- Installment facility
- 100% job Assistance



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# TOPICS COVERED IN DIGITAL MARKETING

Sr. No.	Topic	Short Description
1	Digital Marketing Overview	Digital Marketing Introduction Digital Marketing Vs Traditional Marketing Digital Marketing Channels Digital Marketing Scope & Career
2	AI In Digital Marketing	Understanding What Is AI Digital Marketing Benefit Of Using AI In Digital Marketing Overview Of Top Trending Popular AI Tools In Digital Marketing Chat GPT, Copy.AI, Rytr, Midjourney, Captions
3	Blog Creation	Understanding Blog & How To Post Introduction To Blogger.com
4	Website Planning & Development	Planning & Development Of Business Website in Word press.
5	Search Engine Fundamental	What Is Search Engine Top Search Engines How Search Engine Works
6	Google Analytics	Google Analytics is a free web Analytics Service Offered by Google that Tracks and Reports Website Traffic

Sr. No.	Topic	Short Description
7	<b>E-commerce Marketing</b>	<b>E-commerce Marketing is the Techniques Used to Drive Traffic to Online Stores</b>
8	<b>Search Engine Optimization(SEO)</b>	<b>What Is SEO Types Of SEO</b>
9	<b>On Page SEO</b>	<b>What Are Meta Tags &amp; Importance Meta Title Meta Description Meta Keywords URL Optimization Content Optimization Keywords / Keywords Density Bold / Italic / underline Heading 1To 6 Anchor Text Page Load Time Optimization Image Optimization</b>
10	<b>Off Page SEO</b>	<b>What Are Backlinks &amp; Its Importance Precautions To Create Backlinks Domain &amp; Page Authority Do Follow &amp; No Follow Keyword In Anchor Text Where &amp; How To Create Backlinks Business Directory Sites Social Book Marketing Site</b>

<b>Sr. No.</b>	<b>Topic</b>	<b>Short Description</b>
<b>11</b>	<b>Technical SEO</b>	<b>What Is Sitemap &amp; Importance</b> <b>What Is Robots.txt &amp; Importance</b> <b>What Is SSL &amp; Importance</b> <b>What Is Schema &amp; Importance</b> <b>What Is AMP &amp; Importance</b> <b>404 Error 301 / 302</b> <b>Redirection</b> <b>Canonical Tag</b>
<b>12</b>	<b>Keyword Research</b>	<b>Keyword Research is the Process of Identifying and Analyzing the Search Terms that People Enter into Search Engines</b>
<b>13</b>	<b>Google Algorithm</b>	<b>What Is Google Algorithm</b> <b>Impacts Of Google Algorithm</b> <b>Type Of Google Algorithm</b>
<b>14</b>	<b>SEO Techniques</b>	<b>White Hat SEO Techniques</b> <b>Black Hat SEO Techniques</b> <b>Gray Hat SEO Technique</b>
<b>15</b>	<b>SEO Audit</b>	<b>On Page SEO Audit Reports</b> <b>Off Page SEO Audit Reports</b>
<b>16</b>	<b>Competitor Analysis</b>	<b>Introduction to Competitor Analysis</b> <b>Tools For Competitor Analysis</b>

<b>Sr. No.</b>	<b>Topic</b>	<b>Short Description</b>
<b>17</b>	<b>Graphic Creation</b>	<b>Create Graphics To Enhance brand</b>
<b>18</b>	<b>Video Creation</b>	<b>Creating Videos to Increase Effectives Of Messages and Increase reach.</b>
<b>19</b>	<b>Social Media Calendar</b>	<b>Scheduling and planning Posts for consistency.</b>
<b>20</b>	<b>LinkedIn Optimization</b>	<b>Create Effective profiles for professional.</b>
<b>21</b>	<b>WhatsApp Marketing</b>	<b>Using WhatsApp for Direct Connection To Customer communication.</b>
<b>22</b>	<b>Account Creation</b>	<b>Facebook Account Setting up Social Media for Brand Presence.</b>
<b>23</b>	<b>Profile Setup</b>	<b>Completing Profile Details for a professional brand appearance.</b>
<b>24</b>	<b>Page Creation</b>	<b>Creating Facebook Official Pages on platforms like Facebook, Linked Etc.</b>

<b>Sr. No.</b>	<b>Topic</b>	<b>Short Description</b>
<b>25</b>	<b>Link to Instagram</b>	<b>Connecting Instagram with other platforms for integrated marketing.</b>
<b>26</b>	<b>Instagram Optimization (SMO)</b>	<b>Enhancing Instagram Content and profile.</b>
<b>27</b>	<b>Add Admin</b>	<b>Assigning Admin roles for Page and Account Management.</b>
<b>28</b>	<b>Create Group</b>	<b>Building Niche Communities .</b>
<b>29</b>	<b>Market Place</b>	<b>Selling products Directly Through Social Media Marketplaces.</b>
<b>30</b>	<b>Business Profile</b>	<b>Create a Business Accounts</b>
<b>31</b>	<b>Ads Account</b>	<b>Setting up Accounts to Manage paid social media campaigns.</b>
<b>32</b>	<b>Ads Campaign</b>	<b>Running Ads to promote products or services.</b>

<b>Sr. No.</b>	<b>Topic</b>	<b>Short Description</b>
<b>33</b>	<b>Ads Terminology</b>	<b>Key Ads Metrics like CPC, CPM, CTR, and ROI.</b>
<b>34</b>	<b>Budgets</b>	<b>Setting Financial Limits on Campaigns (Daily or Lifetime)</b>
<b>35</b>	<b>Location Setting</b>	<b>Targeting ads to Specific Geographical Areas.</b>
<b>36</b>	<b>Special Category</b>	<b>Declaring sensitive Categories to Meet ad Platform Guidelines.</b>
<b>37</b>	<b>Size Specification</b>	<b>Following image/video Size Standards for Optimal Display.</b>
<b>38</b>	<b>Placement Targeting</b>	<b>Choosing ad Placements like feeds, Stories, or Messenger.</b>
<b>39</b>	<b>Bidding Strategy</b>	<b>Choosing How Ads Spend is Managed (Manual or Automatic).</b>
<b>40</b>	<b>Ads Account Vs Business Ads Account</b>	<b>Differentiating Between Personal and Business ads Accounts.</b>

<b>Sr. No.</b>	<b>Topic</b>	<b>Short Description</b>
<b>41</b>	<b>Website Link Building</b>	<b>How To Find Website's To Create Links Creating Backlinks Practically For Website</b>
<b>42</b>	<b>Influencer Marketing</b>	<b>What Is Influencer Marketing Case Study Of Influencer Marketing</b>
<b>43</b>	<b>Affiliate Marketing</b>	<b>What Is Affiliate Marketing How To Apply For Affiliate Program Strategy For Affiliate Marketing</b>
<b>44</b>	<b>Freelancing</b>	<b>What Is Freelancing How Freelancing Works How To Quote Client How To Get Clients Creating Freelancing Portfolio</b>
<b>45</b>	<b>Resume Building</b>	<b>Creating Resume Portfolio Building</b>
<b>46</b>	<b>Interview Preparation</b>	<b>Interview Question</b>
<b>47</b>	<b>Mock Test</b>	<b>1 on 1 Mock Test</b>



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