



A.S.
TECHNOLOGIES

A.S. Technologies

#BEST DIGITAL MARKETING INSTITUTE IN PUNE

GOOGLE MARKETING

Search Engine Marketing (SEM) is a part of marketing through digital word it increase a website's visibility on search. SEM primarily involves the Google platforms like Google Ads it target specific keywords to reach the potential customers. Through searching in Google Search Engine .

COURSE OVERVIEW

A.S. Technologies Offers 1.5 Months Intensive Program For Beginners As Well As Professionals...

FUTURE OF GOOGLE 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 GOOGLE 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 GBT, 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	E-commerce Marketing	E-commerce Marketing is the Techniques Used to Drive Traffic to Online Stores
8	Search Engine Optimization(SEO)	What Is SEO Types Of SEO
9	On Page SEO	What Are Meta Tags & 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
10	Off Page SEO	What Are Backlinks & Its Importance Precautions To Create Backlinks Domain & Page Authority Do Follow & No Follow Keyword In Anchor Text Where & How To Create Backlinks Business Directory Sites Social Book Marketing Site

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

Sr. No.	Topic	Short Description
17	Website Link Building	How To Find Website's To Create Links Creating Backlinks Practically For Website
18	Influencer Marketing	What Is Influencer Marketing Case Study Of Influencer Marketing
19	Affiliate Marketing	What Is Affiliate Marketing How To Apply For Affiliate Program Strategy For Affiliate Marketing
20	Freelancing	What Is Freelancing How Freelancing Works How To Quote Client How To Get Clients Creating Freelancing Portfolio
21	Resume Building	Creating Resume Portfolio Building
22	Interview Preparation	Interview Question
23	Mock Test	1 on 1 Mock Test



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