



Advanced Digital Marketing Certification & Web Analytics Training



“There are NO secrets to success. It is the result of Preparation, Learning & Smart Work.” **MOHAN KANNURU**

We are Digital & Simplifying Businesses

Digital IT Hub Software Solutions:

Digital IT Hub Software Solutions is trusted digital marketing agency founded in 2017 in Visakhapatnam, India. Our goal is to deliver Quality Education & Services in Digital Marketing & Analytics with advanced approach. We have expertise, dedication and passion to provide quality training & service in real time standards to make you ready for a Job, online business and Entrepreneurship. Our friendly experienced team will help you learn the subject with enthusiasm and passion.

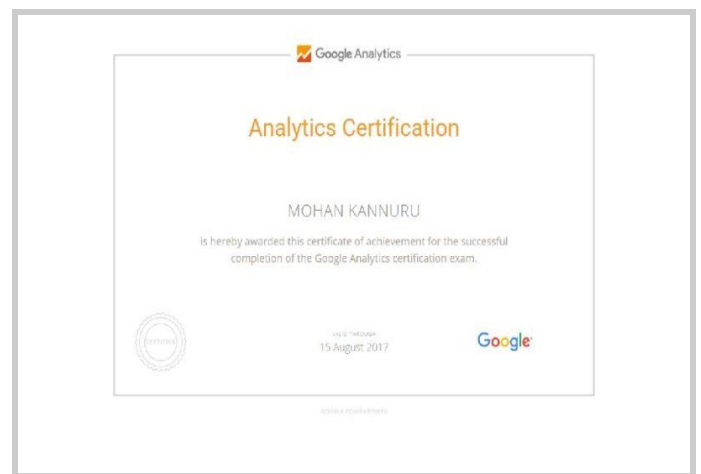
Our Company –Digital IT Hub

Digital IT Hub is a Digital Marketing & Web Analytics Agency. It's a complete package with all Digital Advertising & Branding agency. Digital IT Hub makes its clients manage their Online Presence, right from scratch like Domain, Hosting, creative Web & e-commerce Development and UI/UX Design, Graphics, Content Writing and most important Digital Marketing which includes Search Engine Optimization, Search Engine Marketing, Social Media Marketing & Management, Email Marketing, Mobile, App Marketing and more.

About Our Trainer:

Mohan Kannuru has 8 years experience in digital marketing training and services. He is extremely positive and motivated trainer you could ever find. He has designed and delivered training and workshops and been involved in providing digital marketing services to clients from India and Worldwide(online). He teaches the subject with dedication and give importance to in depth subject and live practical.

Mohan Kannuru is skilled in Wordpress, Digital Marketing & Web Analytics technologies. He is Google AdWords & Analytics Certified Professional. He has also designed a course curriculum for Digital Marketing for B.tech, MBA students & Graduates. He is also working as a Guest Lecturer @ a Reputed B-School in Visakhapatnam.



“Get a Job Ready in Digital Marketing & Web Analytics with our Practical Oriented Training”

❖ Introduction to Digital Marketing:

- What is marketing?
- How we do Marketing?
- What is Digital Marketing?
- Benefits of Digital marketing
- Digital marketing platforms and Strategies
- Comparing Digital with Traditional Marketing
- Defining Marketing Goals
- Latest Digital marketing trends
- Case studies of Digital Campaigns

❖ Website Designing with WordPress:

1. What is Website?
2. What is Domain Name
3. Types of Domains
4. Domain name suggestions
5. Premium Domains
6. Register a Domain Name
7. Web Hosting Concepts
8. Domain/Hosting Business
9. Types of Websites
10. HTML, CSS and Java Script
11. Popular CMS
12. What is WordPress
13. Theme Settings and Customization
14. Managing Themes
15. Content management in WP
16. Categories, Tags and Posts
17. Pages and Sub Pages
18. Custom Content Types
19. Adding a menu to the website
20. Plugins and Widgets
21. Using Plugins in Site
22. Adding widgets to the website
23. Best Plugins in WP
24. Default Settings in WP

❖ Search Engine Optimization:

● **Introduction to Search Engines**

1. How the search engine works?
2. Components of Search Engines
3. Google Algorithms
4. Google Results Page
5. Panda, Penguin, Hummingbird & Pigeon
6. Latest Updates in Google
7. Online Resources

● **Keyword Research and Competition**

1. Introduction to Keyword Research
2. Types of Keywords
3. Keyword Research Methodology
4. Business Analysis & Categorization
5. Google Keyword Planner
6. Market Research and Analysis
7. New Keyword Ideas
8. Competition Analysis
9. Finalizing the Keywords List

● **Onpage Optimization**

1. Introduction to Onpage
2. What is Webmaster Tools
3. Verification Process in GWMT
4. Selection target Location
5. Onpage Analysis Methodology
6. Fundamental On-page Factors
7. Website Speed
8. Domain name in SEO
9. URL Optimization
10. Title Tag Optimization
11. Meta Tags Optimization
12. Content Optimization
13. Sitemaps Generation
14. Using Robot.txt in Site
15. URL Redirecting Techniques
16. Canonical Links

● **SEO Reporting:**

1. Website Position Analysis
2. Website Monthly Reports

17. Rich Snippets & Many more..,

● **OFF-Page Optimization:**

1. What is Link Building
2. Types of Linking Method
3. DoFollow Vs. NoFollow
4. Link building Guidelines
5. Linking Building Methodology
6. Links Analysis Tools
7. Directory Submissions
8. Local Business Directories
9. Social Bookmarking
10. Using Classifieds for Inbound traffic
11. Question and Answers
12. Press Releases(Paid & Organic)
13. Guest Blogging
14. Link Acquisition
15. Growth Marketing

● **Local SEO**

1. What is Local SEO?
2. Importance of Local SEO
3. Submission to Google My Business
4. Completing the Profile
5. Local SEO Ranking Signals
6. Local SEO Negative Signals
7. Citations and Local Submissions

● **Penguin Recover Process**

1. Symptoms of Penalty
2. Analyze which update hit the Site
3. Compare the Before/After data
4. Panda recovery process
5. Penguin recovery process
6. Mobile friendly update
7. DisAvow Tool

❖ Google AdWords:(Search Engine Marketing) :

● **PPC Advertising (Google AdWords)**

1. Introduction to Paid Marketing
2. Google Account setup
3. Interface Tour and Billing Settings
4. Account Structure
5. Campaigns settings
6. AdGroup setup
7. Keyword Match Types
8. Keyword Research Tools
9. Understanding Ad Auction
10. What is Quality Score
11. Factors to improve Quality Score
12. Types of CPC's
13. Bidding strategies
14. Ad Formats
15. Ad Guidelines
16. Ad Extensions

● **Display Advertising**

1. What is Display Advertising
2. How Display Ads Works
3. Benefits of Display Advertising
4. Creating a Display Campaign
5. Bidding Strategies
6. Targeting Option in Display Network
7. Keyword Based Interest and
8. Remarketing Topic Placements
9. Targeting Demographics

● **Google Shopping Ads**

1. What is Shopping Campaign
2. Benefits of Shopping campaign
3. Google Merchant Center account
4. Product Feeds
5. Types of Product Feeds
6. What is DSA?
7. Create a DSA Campaign?
8. What is Conversion?

9. Implementing conversion tracking
10. Calculating ROI
11. Segments and Filters
12. Search Terms and Ad Auctions
13. Customization Tools
14. Reporting
15. Access Levels
16. Change History Tool
17. My Client Centre
18. Google AdWords Editor Tool

● **Introduction to Bing Ads:**

1. Difference between Bing and Google
2. Exporting the Campaigns
3. Bing Certifications
4. Exclusion options
5. Ad Formats and Sizes
6. Examples of Good and Bad Ads
7. Display Ad Builder
8. Display Planner Tool
9. Display campaign reporting
10. Conversion Tracking

● **Remarketing in AdWords**

1. Benefits of Remarketing Strategy
2. Building Remarketing List & Custom Targets
3. Creating Remarketing Campaign
4. Setting up and organizing your Shopping campaign
5. Best practices for shopping ads
- 6.

- **Mobile Marketing:**

1. Mobile Apps Install Campaign
2. Growth in Mobile Industry
3. Mobile Apps Engagement Campaign
4. Benefits of Mobile Marketing
5. Promoting Site in Mobile Apps
6. Mobile Marketing Goals
7. Targeting Options in Mobile Apps
8. Creating a Mobile Website
9. Mobile Ad Formats
10. App Creation Strategy
11. 📍 Conversion Tracking
12. Mobile Search Ads
13. Reporting in Mobile Ads
14. Mobile Call Only Campaigns

- **Video Marketing:**

1. Importance of Video Marketing
2. Create a Video Campaign
3. Location Targeting
4. Bidding Strategies
5. Creating Targeting Groups
6. Targeting Options in Video Ads
7. Types of Ad Formats
8. Measuring the Results of Campaign
9. Best Practices of Video Ads

- **Google AdWords Certification**

1. Introduction to Certifications
2. Types of Certifications
3. RExam Format and Sample Questions
4. Recommended Books

- ❖ **Social Media Optimization & Marketing:**

- **Introduction to SMM:**

- **Facebook Marketing**

1. What is Social Media?
2. SMM Vs. SMO
3. Cover photo designing
4. Benefits of using SMM
5. Increase the Likes to page
6. Social Media Statistics
7. Page management options
8. Why use Social Media Marketing
9. Types of Posts and Statistics
10. Social Media Strategy
11. Dimensions in Posts
12. Impact of Social Media on SEO
13. Creating a post strategy
14. Examples of Creative Posts

- **Facebook Marketing Optimization:**

1. Facebook account setup
2. Personal account properties
3. Facebook marketing strategy
4. Competition analysis
5. Facebook business page setup
6. Types of Business pages
7. Facebook Groups
8. Facebook Apps creation
9. Integration FB in Site
10. User engagement metrics
11. Facebook Insights

- **Facebook Advertising**

1. Facebook account setup
2. Personal account properties
3. Facebook marketing strategy
4. Competition analysis
5. Facebook business page setup
6. Types of Business pages
7. Facebook Groups
8. Facebook Apps creation
9. Integration FB in Site
10. User engagement metrics
11. Facebook Insights

- **Twitter Marketing & Ads**

1. What is Twitter?
2. Benefits of Twitter
3. How brands use Twitter
4. Profile creation and management
5. Customizing the profile
6. Types of Tweets and Statistics
7. Content strategy for Twitter
8. Post your First Tweet
9. Analysis of Big Brands
10. Twitter Contests
11. What is Hashtag?

- **YouTube Marketing**

1. Create video marketing strategy
2. Viral video examples
3. What is Video Marketing
4. Statistics of Video Marketing
5. Creating Channel in YouTube
6. Customizing the YouTube Channel
7. Upload the first video
8. How to optimize the video
9. Custom settings in videos

10. YouTube Engagement Metrics
11. Increasing Subscriber
12. Annotations and Cards
13. How to use Playlists
14. Understanding copyrights and spam
15. YouTube Studio
16. YouTube Analytics

- **Google+ Marketing**

1. Benefits of Google+ in SEO
2. Creating Profile
3. Managing Connections
4. Creating Google+ Page
5. Types of Pages
6. Content Strategy and Statistics
7. Posting on Google+
8. Increasing the Reach and Followers
9. Linking Google+ with Site
10. Google+ Badge Integration
11. Google+ Groups

- **LinkedIn Marketing**

1. What is LinkedIn?
2. Benefits of LinkedIn Network
3. Create a LinkedIn profile
4. Optimizing the profile
5. Skills and Endorsements
6. Recommendations in LinkedIn
7. Creating new connections
8. Posting content in profile
9. LinkedIn Groups
10. Finding Jobs in LinkedIn
11. Creating company page
12. Customization of page
13. Posting in LinkedIn Page
14. Advertising in LinkedIn

- **Instagram Marketing**

1. What is Instagram
2. Instagram statistics
3. How Brands use Instagram
4. Creating Instagram Account
5. Tour of Instagram App
6. Content strategy and Tips
7. Picture Dimensions
8. Filters in Instagram
9. Using Hashtags
10. Popular Brands on Instagram
11. Advertising options in Instagram

- ◆ **Email Marketing:**

1. What is Email Marketing?
2. Importance of Email Marketing
3. Popular Email Marketing Software's
4. Email Marketing Goals
5. Introduction to Mail Chimp
6. Mail Chimp pricing structure
7. Account setup and settings
8. Email marketing strategy
9. Creating a Subscriber List
10. Integration of Forms in Site
11. Import subscribers in list
12. Types of Email marketing campaign
13. Creating an Email Campaign
14. What is Newsletter
15. Design a Newsletter
16. Reports
17. Marketing Automation

- ◆ **Online Reputation Management:**

1. What is ORM?
2. Why we need ORM
3. Examples of ORM
4. Areas to analyze in ORM Search Engine Results
5. Blogs & Websites Reviews & Complaints
6. Complaint sites Social Media
7. Generate a ORM Report
8. What we need to do in ORM
9. Monitor Search Results
10. Monitor Complaint sites
11. Monitor Reviews
12. Monitor Sites and Blogs
13. Monitor Social Media
14. Case Study
15. Tools for Managing Reputation

- **Pinterest Marketing**

1. What is Pinterest
2. How brands use Pinterest
3. Creating a Pinterest Account
4. Customizing the Profile
5. Pinterest Strategy
6. Boards in Pinterest
7. Pins and Links
8. Generating Engagements
9. Using Info Graphics
10. Integrating Pinterest in Site
11. Engagement Metrics for Pins
12. Pinterest Analytics

- **Inbound Marketing**

1. What is Inbound Marketing?
2. Why use inbound marketing
3. Understanding the target audience
4. Stages of Inbound Marketing
5. Types of Content for marketing
6. Content generation ideas
7. Content Marketing Strategy
8. Info-Graphics Creation
9. Lead Generation
10. How to Create landing pages
11. A/B Testing Method
12. Hubspot Certification

❖ Web (Google) Analytics:

1. What is Analytics?
2. Importance of Analytics for Business
3. Popular Analytics Software's
4. Key Performance Metrics [KPI] in Analytics
5. Visits and Users Time on Page
6. Bounce Rate/Exit Rate
7. Conversion Rate Engagement
8. Introduction to Google Analytics
9. Installing Analytics code in site
10. Analytics account structure
11. Interface tour of Google Analytics
12. General Tools in Analytics
13. Real time Reports
14. Settings in Analytics

● Audience Reports

1. Audience Overview Report
2. Active Users
3. Geographic Report
4. User Behavior
5. Technology
6. Mobile
7. User flow Report

❖ Personality Development:

1. Analysis of Successful People
2. Problem with Education System
3. Principles of Think and Grow Rich
4. Desire and Aim in Life
5. Recommended Books

❖ Google AdSense:

1. Create your First Ad
2. What is Google AdSense
3. How it Works?
4. Top AdSense Earners [Global / India]
5. AdSense Guidelines
6. Website ideas for online earning
7. Finding a Proper Niche
8. Types of AdSense Account
9. AdSense Interface Tour
10. Ad Formats & Size
11. Bidding Models

● Traffic Reports

1. Traffic source overview
2. SEO Traffic
3. AdWords Traffic
4. Social Traffic
5. Campaigns

● Behavior Reports

1. Behavior Overview
2. Site Content
3. Site Speed Analysis
4. In page Analytics

● Experiments A/B Testing

● Conversion Tracking

1. What is conversion
2. Conversion Process and Funnel
3. Types of Conversions
4. Conversion Reports
5. Funnel Visualization
6. Multi-Channel Funnels
7. Attribution
8. Reporting

12. Custom Channels
13. Ads Limits in a page
14. Adding code In site / Using Plugin
15. Blocking Ads
16. Adsense Optimization
17. Recommended Books

❖ **Getting Started as Freelancer:**

1. What is Freelancing?
2. How does freelancing works?
3. Local Freelancing Project
4. How to get started.
5. Online Freelancing networks
Freelancer.com Upwork.com
Elance.com
6. Create a Profile in Freelancer.com
7. Top Freelancers in our Niche
8. Tips for optimization of profile
9. Difference between free and paid accounts
10. Certifications in Freelance site
11. Understanding the bidding concept
12. How to bid on projects
13. How to handle the clients
14. Project management tools
15. Asking for reviews from clients

❖ **Affiliate Marketing:**

1. Affiliate marketing in E-commerce
2. What is Affiliate Marketing?
3. How Affiliate marketing works
4. How to Find Affiliate Niche
5. Top Affiliate Marketing networks
6. Affiliate marketing networks in India
7. Best resources for affiliate marketing
8. Apply for Affiliate Marketing network
9. Understanding the dashboard
10. Promoting the Affiliate products
11. Methods of Promotions
12. Affiliate marketing payment models
13. Reports and ROI

❖ Benefits of Joining our Course/Training:

1. 8+ years Experienced, Certified Trainer
2. In depth subject with live case studies and live project
3. Students Rated us 4.9/5 - Read the Reviews
4. AdWords Certification Exam after the course
5. Backup video for missed classes *
6. Doubt clarification in course and after course completion.
7. Sample resume will be provided
8. Sample Interview questions will be provided
9. Free eBooks for all modules
10. Course completion certification
11. Regular assignment tasks
12. Latest updates from our blog and Social Media Platform
13. Live project after completion of the course

→ Get in Touch With Us:

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PRESS/MEDIA INSIGHTS ON DIGITAL MARKETING:

Demand exceeds supply for jobs in digital marketing, AI

Compensations Are Higher Where Skills Are In Short Supply

► Continued from page 1

TALENT POOL AVAILABLE
 This is based on historical mobility and positive candidate data.

and then train them along with the job. "Many companies invest in training freshers," says Sreedharan. Existing employees are made to go through compulsory bootcamps and are expected to pass the courses.

In many cases, engineers who undergo training are expected to get a project within six months. "If they don't, it usually leads to termination of the job," says Head Hunters' Lakshmikanth.

Vijay Sharma, co-founder of Belong, says a lot of MNCs enter India to set up global in-house centres, and they usually have a target for hiring. "But often they have no idea about the supply of talent and many such targets are not fulfilled," he says, explaining why he created the talent supply index. He also says that for hiring the newer kinds of talent that is in short supply companies have to actively sell themselves to good candidates.

Job positions in AI (artificial intelligence), machine learning, robotics, digital marketing, and social media are other positions where demand exceeds supply. Lakshmikanth attributes the gap to the nascency of these roles. "Some of these roles started emerging less than two years ago," he says.

Most colleges have not added these newer courses into their curriculum, so the gap is filled currently only by certification courses by independent platforms. "Many colleges teach only Java as a programming language, so you would find many folks in that area. As for the rest of the skills, they have to pick up on their own and not many will do that. The supply problem starts there," says HackerRank's Karunanidhi. However, he adds that a few colleges like NSIT (Netaji Subhas Institute of Technology), and IIT Hyderabad have started including AI and machine learning in their courses.

The compensations, too, tend to be higher where skills are in short supply. "All these jobs fetch a premium of 25-35% over what a regular software developer earns," says Ronesh Puri, MD of search firm Executive Access.

Vinod Sreedharan, an HR consultant, says the salary would be almost 1.5 times that of a regular engineer. "For each year of experience, the compensation for these roles would see an increase of Rs 2.5 lakh to Rs 2.75 lakh," he says.

The shortage is persuading companies to hire freshers with 40% of the actual required skill