DIPLOMA IN
DIGITAL MARKETING

CHATGPT | ARTIFICIAL INTELLIGENCE (AI) | WEB DEVELOPMENT

Dizi Global Solution is Best Digital Marketing Course Training Institute in Varanasi since 2018. The faculty that will teach you carries the experience of both worlds of corporate operations and learning requirements. Get the best practical Digital marketing training in Varanasi from the team of internet marketers.

OUR SERVICES:

1 100% Live Project Training

2 100% Job Placement

3 24+ Latest Modules

4 15+ Certificates

5 Online/ Offline Classes

6 Training Under Experts

COURSE CURRICULUM

We have provided a module-based introduction of the course curriculum and syllabus to help you gain abroad understanding of the Diploma in Digital Marketing from Dizi Global Solution.

1 Introduction to Digital Marketing

- 👉 What Exactly is Digital Marketing?
- 👉 Digital Marketing Vs Traditional Marketing
- 👉 What is B2B & B2C Marketing?
- 👉 How to Start Digital Marketing?
- 👉 What is Traffic?
- 👉 What is Keywords?
- 👉 One By One Process Of Digital Marketing
- 👉 How to get Traffic?
- 👉 How to Engage Traffic on Website?
- 👉 Types Of Lead & Conversion
- 👉 Benefit Of Digital Marketing
- 👉 Latest Trends in Digital Marketing

2 Graphic Designing Using Canva

- 👉 Graphic Designing Fundamentals
- 👉 How to use Canva?
- 👉 Logo & Graphic Designing
- 👉 Designing for Social Media
- 👉 Canva Pro: Paid Version
- 👉 Creating Videos & Animation
- 👉 Different Elements in Canva
- 👉 Designing Logs and Banner

3 Overview of Web Concept & Hosting

- 👉 What is WWW?
- 👉 What is Domain?
- 👉 Difference Between HTTP & HTTPS

👉 What Is Domain Name?

👉 What is Domain Extension?

👉 What is Hosting?

👉 Different Types of Hosting

👉 Types of server

👉 Introducing Cloud & CDN Concept

👉 What is Web Hosting, cPanel & FTP Account?

👉 Types of Domains and Extensions

👉 How to Buy Right Domain Name?

👉 How to Sell a Domain Name?

👉 Top Domain Selling Platforms

4 / Website Planning & Creation

👉 How To Create Blueprint of Website?

👉 Objectives of Website

👉 Deciding Position of Image & Content

👉 How to make your Website faster than other?

👉 How to Create a Website in WordPress?

> ➤ Choosing the right domain name for your website
> ➤ Choosing a hosting platform
> ➤ Installing WordPress within 5 minutes
> ➤ Choosing the right free/paid WordPress theme for your blog
> ➤ How to setup Google Webmaster tools and Google analytics?
> ➤ Plugins you need for your WordPress blog/Website

5 / Search Engine Optimization (On Page SEO)

👉 What is SEO?

👉 What is SERP?

👉 What is On Page SEO?

> ➤ How to Select a Domain Name?
> ➤ Page Naming (URL Structuring)
> ➤ Image Naming, Image Title and ALT Text Creation
> ➤ What is Meta Title, Meta Description?
> ➤ Headings Tags {H1 to H6}

- ➤ Anchor Text, Link Title
- ➤ Robots.txt file use and creation
- ➤ HTML Sitemap creation
- ➤ XML Site Map Creation
- ➤ Tools for SEO
- ➤ Site Tracking Tools

6 / Off Page SEO

- ☞ What are Backlinks?
- ☞ Why Backlinks are Important?
- ☞ How to Get Backlinks?
- ☞ What is Google Page Rank?
- ☞ How to Increase Page Rank?
- ☞ Search Engine Submissions
- ☞ Directory Submissions
- ☞ Article Writing and submissions

- ☞ What is PA & DA?
- ☞ Blog Posting
- ☞ Classifieds posting
- ☞ Forum Posting
- ☞ Business Listing
- ☞ Social Bookmarking
- ☞ Social Networking
- ☞ What is Page Rank?

7 / Advance SEO Training

- ☞ How to optimize your site for Google Hummingbird Algorithm?
- ☞ What is Google Panda Algorithm?
- ☞ What is Google Penguin?
- ☞ What is Google EMD Update?
- ☞ How to save your site from Google Panda, Penguin and EMD Update?
- ☞ How to recover your site from Panda, Penguin and EMD?
- ☞ Black Hat SEO (Use at your Own Risk)

Alexa   SpyFu   SeoQuake   MOZ   SEOBOOK   ahrefs

SEMRUSH   SEO   Ubersuggest   woorank   SEOptimer

SmallSEOTools   SEO   KWFinder

8 / Blogging

- 👉 What is a Blog?
- 👉 How does Blogging Work?
- 👉 Benefits of Blogging
- 👉 SEO in Blogging
- 👉 Making Money with Blogging
- 👉 Niche Blogging and Categories
- 👉 Google AdSense
- 👉 Applying for Other Ad Platforms

9 / Google Analytics

- 👉 What is Google Analytics?
- 👉 How Google Analytics works?
- 👉 Accounts, profiles and users navigation
- 👉 How to Set Up Google Analytics?
- 👉 Concept of Cookies
- 👉 Understanding Website Analytics
- 👉 Direct, referring, and search traffic
- 👉 Actionable Insights
- 👉 Campaigns
- 👉 Visitors Analysis
- 👉 Traffic Sources
- 👉 Additional Web analytics tools
- 👉 Link Tracking
- 👉 Ecommerce Tracking
- 👉 UTM Parameters

10 / Social Media Marketing

- 👉 What is Social Media Marketing
- 👉 How to market Company's Product On Social Media
- 👉 Why Social Media is Important?
- 👉 7 Wonders of Social Media
- 👉 Create your Profile One by one

Facebook Marketing

- History of Facebook
- Create your Company Page, Group
- How to manage your One week Post in Advance
- How to Engage your Fan on Page
- Make your Post Viral
- Facebook PPC (Advertisement)

LinkedIn Marketing

- Introduction about LinkedIn
- Create your Personal & Company Profile
- Understanding B2B and B2C Concept
- How to use Linked Group for Marketing
- LinkedIn Ad Creation

Twitter Marketing

- Introduction to Twitter
- Create Your Profile
- How do Businesses Use Twitter?
- Twitter Advertising
- Audience Bidding, Budgets, and Creatives

Pinterest Marketing

- What exactly is Pinterest?
- How it's different from other Social Media?
- How to promote Business on Pinterest?
- How to increase followers on Pinterest?
- How it can help you to Promote your content?
- Pinterest Analytics

Quora Marketing

- Introduction to Quora
- How Quora helps in Content marketing?
- How to reply on Quora Question?
- Create Quora Ad

11 / Google Adwords (Search Advertising)

☞ Introduction to PPC & Adwords
☞ Setting Up Google Adwords Account
☞ Payment Option- Which is better ?
☞ Create First Campaign
☞ Understanding Adgroup Concept
☞ Learn Biding Strategy
☞ Geo Targeting
☞ Site Link Extensions
☞ Phone Extensions
☞ What is CTR?
☞ How to Optimize your Ads?

☞ Local Extension
☞ Review Extension
☞ Lead Form Extension
☞ What is Quality Score?
☞ Conversion Tracking
☞ CPC/CPM

12 / Google Display Ads

☞ What is Display Advertising?
☞ Understanding Display Setting Concept
☞ Frequency Capping
☞ Type Of Display Network
☞ Topics & Demographics Targeting
☞ Display Keywords Targeting

☞ Placement Targeting
☞ Conservative Targeting
☞ Aggressive Targeting
☞ Tips & Tricks

13 / Shopping Ads

☞ What is Shopping Ads?
☞ Creating & Verify Google Merchant Center Account
☞ Add Product in your MCA
☞ Understanding all required Fields for Product Listing
☞ Add your Product in feeds using Google Seats
☞ Automatic Item Updates
☞ Linking MCA to Adwords Account

14 / Video Ads

- 👉 What Is Video Ads?
- 👉 Video Ads Format
- 👉 In-stream or video discovery ads
- 👉 Bumper ads: 6-second video ads
- 👉 Understanding Adgroup Concept
- 👉 Different Bidding Method
- 👉 Linking your YouTube accounts to Adwords
- 👉 Types of Video Targeting Method
- 👉 Selecting Best Targeting Method for your ads
- 👉 Tips for Creating Video Ads

15 / Universal App Ads

- 👉 Understanding Universal App Ads
- 👉 Upload your First app to PlayStore/IOS
- 👉 Creating your First Mobile App Ad
- 👉 Campaign Optimization
- 👉 Bid Strategy(Cost per Install)
- 👉 Find Best Placement for ads
- 👉 Tips & tricks for More Installation

16 / Google Adwords Alternatives

- 👉 Overview of Bing & Yahoo PPC
- 👉 Transfer Google Adwords Campaign to Bing
- 👉 Compare Adword & Bing PPC
- 👉 Understanding Google Alternative
- 👉 Explore Bid advertiser, Info links, Buy Sell Ads & More
- 👉 Get your Adwords Certificate Now

17 / Email Marketing

- 👉 What is Email Marketing?
- 👉 What is Opt-in database?
- 👉 What is Subscriber database?
- 👉 Email Marketing Software
- 👉 Email Marketing Online Tools
- 👉 Bulk email service provider
- 👉 Few tricks to send mail in inbox
- 👉 Create your First email Campaign
- 👉 Setting auto responder email
- 👉 Best practice to send bulk mail
- 👉 What is CAN-SPAM Act?
- 👉 What is A/B testing?
- 👉 What is SMTP Server?
- 👉 Rules of sending Bulk mail
- 👉 How to track Open/bounce/ unsubscribed Email?

18 / YouTube Marketing

- 👉 Introduction to YouTube
- 👉 Creating Multiple Channel in Single Account
- 👉 Tools to create Videos
- 👉 Annotation, subtitles & cards
- 👉 Tools to optimize Videos
- 👉 Video Monetization
- 👉 Youtube Analytics
- 👉 Tips & Tricks
- 👉 SEO of videos

19 / Leads Generation

- 👉 Definition of an online sales Lead
- 👉 Cold, Warm and Hot leads
- 👉 What is landing page?
- 👉 Difference Between Landing page & Website
- 👉 How to create landing page?
- 👉 How to use Thank you page?
- 👉 Tools to create landing page
- 👉 What is A/B testing?
- 👉 Lead Funnel
- 👉 Converting Leads into sales through internet Marketing

20 / E- Commerce Marketing

👉 What is ecommerce?
👉 Current ecommerce scenario in India
👉 Driving traffic to ecommerce portal & portal
👉 How to perform SEO for ecommerce website?
👉 Create advance strategy for Ecommerce Portal

21 / Content Marketing

👉 What is Content Marketing?
👉 Objective of content Marketing
👉 Why "Content is King" for SEO scenario?
👉 How to write SEO friendly Content?
👉 How to become content writer?
👉 Tools for content writing
👉 How to Spin other website content?
👉 How to promote your content online?

22 / Influence Marketing
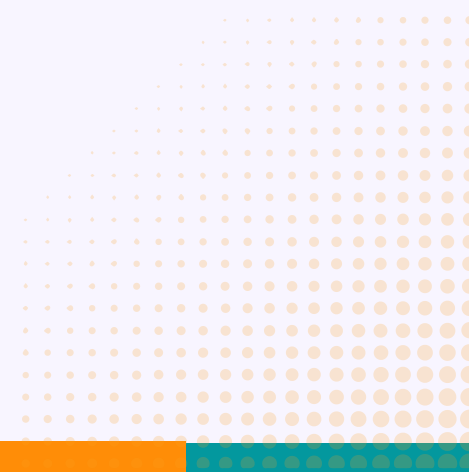
👉 Introducing Influence Marketing
👉 What is brand influencers?
👉 What are Digital influencers?
👉 What is Social media influencer marketing?
👉 How do influencers change Customer mindset?
👉 Case Studies of influence marketing

23 / Become online Seller

👉 How to Select Best Product?
👉 How to Decide Pricing?
👉 Select Best Marketplace for your Product

👉 Registering on Marketplace
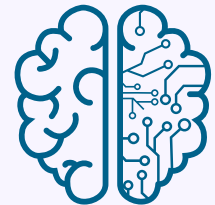
👉 List your Product

👉 Choose Best Logistic option

24 / Affiliate Marketing

👉 What is Affiliate Marketing?

👉 Making Money from affiliate marketing revolution

👉 Overview of Affiliate Marketing networks

👉 Indian websites with best affiliate Programs

👉 Secrets of Affiliates marketing

👉 Live Examples of Affiliates Marketing

👉 What is www.cj.com?

👉 How to approve for world largest Affiliates Websites cj.com?

25 / ChatGPT & Artificial Intelligence

👉 Introduction to Conversational AI and ChatGPT

👉 Data Preprocessing and Formatting

👉 Training and Fine-tuning ChatGPT

👉 Conversational Strategies and User Experience

👉 Integration with Chatbot Frameworks and Platforms

👉 Advanced Techniques in Conversational AI

👉 Deployment and Maintenance

👉 Ethical Considerations and Responsible AI Usage

👉 Ensuring user privacy and data protection in conversational systems

25 / Freelancing

👉 What is freelancing?

👉 Popular freelancing websites

👉 How to take project from freelancing website?

👉 How to Choose freelancer (For your project)?
👉 How to get money worldwide?
👉 Popular online payment option for freelancer

26 / Interview Preparation

👉 How to Write Perfect Resume?
👉 Question & Answer Session
👉 Important questions List
👉 Mock test Preparation

SOME OTHER COURSES

👉 **Front end Web Development**

➤ HTML
- ✓ Introduction to HTML
- ✓ HTML Elements
- ✓ Inserting Spaces and Line Breaks
- ✓ Create Ordered & Unordered lists
- ✓ HTML Table
- ✓ Creating Hyperlinks
- ✓ Form & Controls
- ✓ Modern HTML - HTML5

➤ CSS
- ✓ Introduction to CSS
- ✓ Background Properties
- ✓ Border & Outline Properties
- ✓ Text Styling
- ✓ Box Model
- ✓ Flexbox

- ✅ Flexbox
- ✅ Responsive Designs
- ✅ Advanced Topics

➤ JavaScript

- ✅ Introduction to JavaScript
- ✅ Conditional Statement
- ✅ Functions
- ✅ Loop
- ✅ Arrays & Objects
- ✅ JavaScript DOM
- ✅ Events & Event Handler

➤ Bootstrap

- ✅ Introduction to HTML
- ✅ HTML Elements
- ✅ Inserting Spaces and Line Breaks
- ✅ Create Ordered & Unordered lists
- ✅ HTML Table
- ✅ Creating Hyperlinks
- ✅ Form & Controls
- ✅ Modern HTML - HTML5

👉 **Backend Web Development**

➤ PHP

- ✅ Introduction to PHP
- ✅ Types of Servers
- ✅ Variables & Reference variable in PHP
- ✅ Operators in PHP
- ✅ Loops & Array in PHP
- ✅ String Predefined Functions & User Define Function in PHP
- ✅ HTTP Request Handling in PHP & File handling
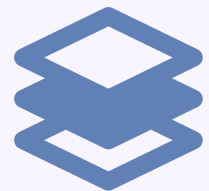- ✅ String Concatenation in PHP

➤ MySQL

- ☑ Introduction to MySQL
- ☑ Data Types in MySQL
- ☑ Table Manipulation
- ☑ Insert Query add data into table
- ☑ Upload & Store File/Image using PHP MySQL
- ☑ MySQL – Update Query using PHP MySQL
- ☑ MySQL – Where Clause using PHP MySQL
- ☑ MySQL – Aggregate Functions

👉 Full Stack Web Development

- ➤ HTML
- ➤ CSS
- ➤ JavaScript
- ➤ Bootstrap
- ➤ PHP
- ➤ MySQL

👉 Complete Python Course

- ➤ Introduction to Python
- ➤ Python Operators
- ➤ Python Data Types
- ➤ Python Functions, Modules And Packages
- ➤ Python Data Structure
- ➤ Python String, List, Tuple and Dictionary Manipulations
- ➤ Loop in Python - For Loop & While Loop
- ➤ Object Oriented Programming with Python
- ➤ Sequences and File Operations

OUR STUDENTS SPEAK FOR US!

It was really a great experience, great faculty especially Saurabh sir so friendly and the way of teaching is very well.

★★★★★

MD DANISH

Best Digital marketing institute in Varanasi, Professional trainer, Good atmosphere. Very happy with their teachings.

★★★★★

DOLLY DASWANI

I have been studying here for 4 months and all the knowledge and skills I have gained have helped me grow in my career.

★★★★★

VIRENDRA SINGH

I highly recommend this institute for the Digital Marketing Course who provide us the live project training class with specialization!

★★★★★

PRATIKSHA PAL

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