

SEO, SEM AND GOOGLE CERTIFICATIONS PREPARATION



An optimized web site is more easily understood by search engines and this increases the chances of ranking your website higher. SEO is about optimizing your website to get better rankings in the search results while SEM goes beyond SEO. It involves other methods that can get you more search engine visitors like PPC advertising.

About the Program:

Gain expertise in search, learn how to get noticed in google search results and how to run search and display ads campaigns, along with preparing you for Google certifications.

Program Contents:

- Introduction to Digital Marketing (10 Hours)
- Search Engine Optimization (14 Hours)
- Search Engine Marketing (12 Hours)
- Preparation for Google Certifications (12 Hours)
- Guided Practice (48 Hours)

Google Certifications:

- Preparation for Google Ads Fundamentals Exam
- Preparation for Google Ads Search Advertising Exam
- Preparation for Google Ads Display Certification
- Preparation for Google Ads Mobile Certification
- Preparation for Google Ads Video Certification

Who should join?

- Have basic knowledge of working in the Windows environment and internet
- Candidates wanting to take the first step in Digital Marketing domain
- Candidates wanting to make career in Digital Marketing domain but not decisive for a career program

Program Benefits:

- Starts from the basics of digital marketing to give you a wholesome understanding while moving towards SEO and SEM by enrolling for a hands-on course with practical application on real platforms
- Learn strategic and effective use of SEO for getting in the search results and run ads on Google
- Get prepared for five Google certifications
- Hybrid Learning: Guided practice & Weekly Practice quiz questions on the NIIT student app along with the classroom sessions
- Extensive Learning hours with 48 hours of classroom training along with real time practice on data sets and 48 hours of online guided practice for better learning and increased retention

SEO, SEM AND GOOGLE CERTIFICATIONS PREPARATION



Module Objectives:

1. Search Engine Marketing
 - a. Introduction to SEM
 - b. Google Ads Essentials and Tools
 - c. Google Ads: Search Campaign
 - d. Google Ads: Display Campaign
 - e. Bing Ads: Search Campaign
 - f. Bing Ads Account Interface
2. Search Engine Optimization
 - a. Introduction to SEO
 - b. Keyword Research
 - c. Creating Content for SEO
 - d. Link Building
 - e. Schema Mark-up For SEO
3. Preparation for Certifications
 - a. Google Certification Overview
 - b. Preparation for Google Ads Fundamentals Exam
 - c. Preparation for Google Ads Search Advertising Exam
 - d. Preparation for Google Ads Display Certification
 - e. Preparation for Google Ads Mobile Certification
 - f. Preparation for Google Ads Video Certification

Key Skills:

- Running search engine ads
- Running Display ad Campaigns
- Content for SEO
- Website optimization for SEO
- Google Certifications