



start with a **DREAM**
finish with a **FUTURE**



Digital Marketing Training

Discover more about our exciting programs and you too can start your career with leading IT companies/consultancies.

Enquire today!

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About us

Webs Jyoti, Established in 2009, Development and Training organization, offers to corporations, institution and individuals worldwide.

At Webs Jyoti We are a team of professionals who have experience of more than 12 years and are certified in Google Adwords SEO Programme. We here work really hard to help students develop into not just good, but a great digital marketing and Web Designing experts.

What is digital marketing?

At a high level, digital marketing refers to advertising delivered through digital channels such as search engines, websites, social media, email, and mobile apps. While this term covers a wide range of marketing activities, all of which are not universally agreed upon, we'll focus on the most common types below.

Who can join digital marketing?

Professionals: Digital marketing will help you enhance your career dimensions and make you eligible for a desired positions in any organization.

Job-Seekers: Digital Marketing will add technical skills to your profile that gives you an edge over other candidates.

Entrepreneurs: Using Digital Marketing Skills you can promote your business that enables you to engage with your online audience and increase your business leads.









Why Digital Marketing ?

In the traditional marketing companies use Press, hoarding, television other ways to promote their business. But if we discuss about digital marketing and PPC then in case you are going to target the audience on the internet which is more powerful then any treditional marketing.

Through the Digital Marketing Services we can Promote your Brand Online or reach more audience as per our requirements by investing a small budget. Using PPC Programme we can also specify leads by age, gender, interest, distance, city and Devices. But if we talk about traditional marketing audience was not so specific and companies spend for unused audience.

Apart from digital marketing we can build your own site and earn money from the Blogging and other sources.

Digital Marketing Training

-  **Web Designing**
Design a device friendly web pages using HTML5 & CSS3
-  **Webmaster Tool**
Site map, Crawling, Indexing using Webmaster Tool.
-  **Pay Per Click - PPC**
Pay per click campaign using Google & Facebook Adwords
-  **Social Media Optimization**
Promote your business through Social media world...
-  **Search Engine Optimization**
Boost and optimize your web pages for the search engines.
-  **Email & Mobile Marking**
Design and send business Email & SMS templates
-  **SEO Tools & Web Servers**
Learn various SEO and FTP Tools to publish your website
-  **Google Analytics**
Track real time traffic and visitors of your website
-  **E-Commerce Marking**
Sell your products online using Affiliation programs

 Digital Marketing
Duration : 3 Months

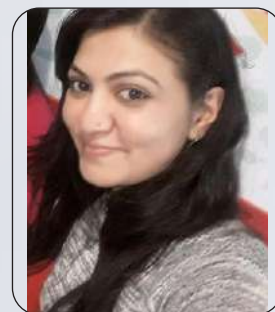
 Web Designing
Duration : 2 Months

 PHP Mysql
Duration : 3 Months

Training Overview

Course Name: SEO SMO & Digital Marketing
Course Duration: 3 Months (Fast Track also available)
Timings: Weekends & Weekdays Classes
Batch Size: 3-4 Candidates

Trainee Recently Placed



Course Module

Introduction to SEO

- Introduction to SEO
- On-page SEO
- Off-page SEO
- SEO audit, tools, measurement

Introduction to SEM – Fundamentals & Case Studies

- Introduction to SEM – fundamentals & case studies
- Creation of google display network
- Shopping campaigns - introduction
- YouTube marketing - introduction & Ad formats

Inbound Marketing

- Attracting your potential customers into conversion funnel
- Converting your prospects into leads using emails
- Landing page
- Conversion optimization
- Conversion optimization patterns for Engaging website visitors
- Life cycle emails

Facebook marketing

- Introduction to marketing
- Facebook pages and post best practices
- Facebook ads - campaign objectives
- Facebook ads - targeting audiences
- Facebook ads - impactful creative's
- Facebook ads - optimization and reporting
- Facebook ad policies
- Building brand awareness
- Generating leads

Web Designing

- HTML
- CSS2
- HTML5, CSS3
- Bootstrap Framework - Responsive Websites

Social Media

- Getting started with social media marketing
- Facebook marketing
- Twitter marketing
- Instagram & LinkedIn marketing

Email Marketing

- Deliverability
- Effective email content
- Customer acquisition strategies
- Effective creative introducing
- Nurturing & automation
- Resources to do situational analysis and progressive updates
- Email automation

Google Analytics

- Introduction
- Google analytics
- Content performance analysis
- Visitors analysis
- Social media analytics
- Actionable insights and the big picture
- Social CRM & analysis
- Digital analytics
- Platform principles

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Course Module

Affiliate Marketing

- definition
- purpose/where and why is affiliate marketing used
- resources required to get started with affiliate marketing
- overall affiliate marketing budget and strategy planning
- how to use flipcart, amazon affiliate & products
- how to earn from flipcart, amazon and other e-commerce websites

Content Marketing

- Myths about content marketing
- Identifying & creating "Good" content
- Framework to begin a content marketing program
- Creating a blog post
- Difference between blog and website
- What is WordPress? How to Install SEO Plugins
- Importance of a logo, and profile - design logo
- About key resources and tools to create and curate content
- How to design a banner
- How to create profile, proposal, portfolio and invoices

Photoshop

- Customising Photoshop
- Enhancing images with adjustments
- The power of selection tools
- Creating an brochure for your business
- Advanced layers and masks
- How to design professional logo
- Working with text and shape layers
- How to design banners for the website and facebook pages

Lead Generation

- How to use google to source information
- How to use google to ping specific domains for information such as email ids
- how to validate email ids
- How to source segmented database(however possible)
- learn to source email ids of anyone who represents a corporation.
- Understand how to source information directories
- Learn about known sourcing software / application / plugins
- Learn how to use source databases

KEY HIGHLIGHTS

Why join our Training & Certificate Programs?

- Hassles free flexible multiple payment options available.
- Skills based professional training for job readiness
- Leap forward to career progression and growth for working professional
- We are not just an institute but we are Development Company with a successful history of delivering 400+ projects.
- We provide training on live projects which are under development which provides first line industry exposure
- Professional coaches & highly trained staff available.
- Customized highly professional training and reading material including in-house published books.
- Small batch size for holistic learning and development
- Highly recommended and appreciated by students and professionals of multinational origin with lots of positives testimonies.

Career Opportunities

After completing Digital Marketing Course

Search Engine Optimization

Every company needs SEO professionals who can rank their website in Top of the search engines, You can fill the position of SEO expert in any organization.

Pay Per Click

Get expert hands on PPC advertising and work as a PPC expert in SMB's and MNC's. The Certification in Adwords will make you stand out from others.

Blogging

If you have good command in Language then you can make career in Blogging. Find your niche and start writing and make yourself a Brand.

E-mail Marketing

You can make career in Email marketing, learn to create a converting Email layout, the open rate optimize, and get a Job in reputed Digital marketing company.

Social Media

Every company needs a Social media experts who can manage their social profiles, plan social media Strategy and increase the awareness of a Brand.

Affiliate Marketing

Work as a Affiliate marketer in any organization or earn money by selling the products of Big brands like Amazon, Flipkart etc.

Why Choose Us

01

PROFESSIONAL COURSES

Course Modules are designed as per industry requirements.

02

EXPERIENCED INSTRUCTOR

We have experienced instructors here.

03

PRACTICAL TRAINING

We have a lot of projects on which SEO/SMO digital marketing done by our SEO experts.

04

VALIDATED CERTIFICATE

We provide certificates as well as grooming sessions for the trainees.

About the trainer



Hirdesh Bhardwaj
Founder and CEO
Webs Jyoti - Development & Training

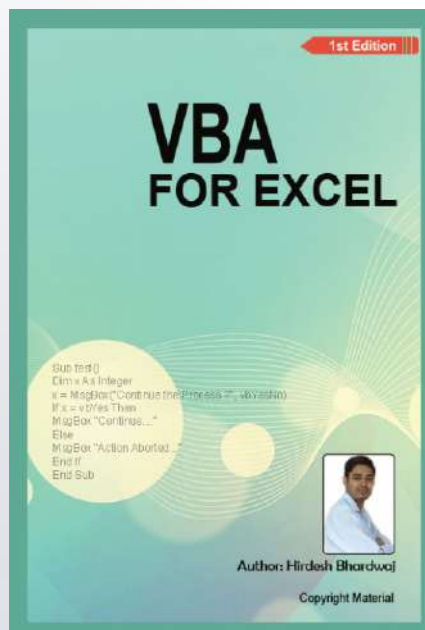
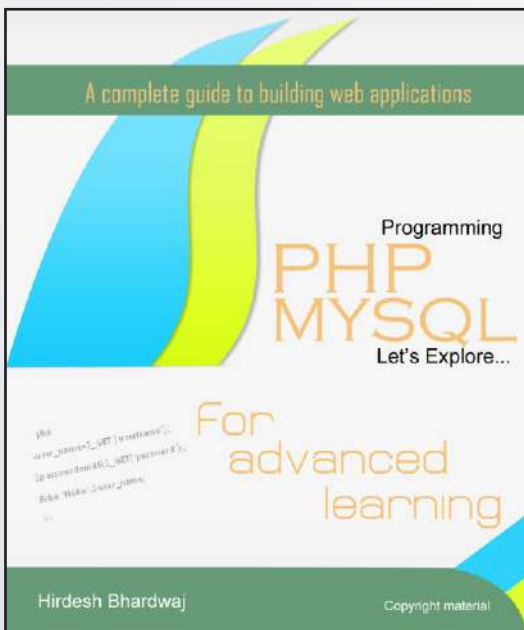
Organization is known for his best training and development skills. Well known as innovator in the field of IT, he redefined the teaching techniques with a new & traditional approach. In his career of 10 years, he has delivered 450+ websites and taught over 5000+ students.

Hirdesh is the author of the "PHP Mysql for Advanced Learning" series and "Web Designing" books preferred by most developers and trainees. He is also a certified Oracle developer and has successfully trained over 5000 students so far.

As an Author, He wrote books on VBA for Excel, Web Designing & PHP MYSQL. One of his Book is Recommended for Reading and Reference By NIELIT -Govt. of India and Jiwaji University Gwalior.

He joined NIIT Gurgaon centre as an IT trainer where he explored the world of Java, PHP, C++ , .Net and many more technologies.

Corporate Training Conducted By Hirdesh Bhardwaj: National Security Guard- NSG HQ, Realatic Realtors, India Shelter Finance Corporation, Nestle, Jastech Systems, National Skills Foundation of India, MB Informatics, SAP Lab India, MB Informatics, Alpine India, FIA Global, Pace Academy, Dudhi Industries....





We have small batches i.e. group of 3-4 candidates. Trainees can clear their doubts and queries on the same time during our classroom training. We launch new batches on every week.



Why Choose Webs Jyoti

- 100% Live Project Work For each Trainee.
- In-house Learning resources and Books.
- Small Batch Sizes
- 100% Placements Assistance.

How to Reach Us?



225 Old Delhi Road,
Opp. Raj Cinema, Near Bus Stand, Gurugram

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