



# Digiexe

**Be A Smart Digital Marketer**



**Learn Digital Marketing to  
Unlock Career Opportunities**

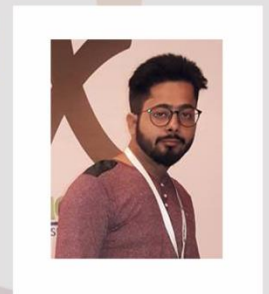
# Get Digital Marketing Training From Industry's Experts.



**Jitendra Vaswani**  
(Founder)

Jitendra Vaswani is a professional blogger, speaker & an influential digital marketer. He is the founder of Internet Marketing blog BloggersIdeas.com. & Product Founder SchemaNinja.com. He was currently the Brand Ambassador of Payoneer (International Payment Solution Company) and a strong online influence over popular social media channels.

Pranay Khatri is an Entrepreneur and Professional Blogger. He is the Co-Founder of JPR Infotech and has experience of 5 Years in Web Technology. Now he is going to start Web Development & Digital Marketing classes based on different platforms and modules. If we talk about his Blogging profession then he is the founder of Bloggers Hike & Reviews Pilot.



**Pranay Khatri**  
(Co-Founder)

# Guest Trainers



*Parul Bhargava  
(CEO, vCommission)*

Parul Bhargava is an experienced affiliate marketer & CEO of vCommission. She will be guest lecturer at Digiexe.com for sharing her experience in Digital Marketing space. vCommission is India's Leading Affiliate Network delivering performance on web & mobile to top Indian brands through a growing network on 17,500 affiliates.

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*Siddhant Satija  
(Founder, Aduncle)*

Siddhant Satija is an experienced affiliate marketer and founder of Aduncle.com premium ad network for publishers. He is having experience of 5+ yrs in digital marketing and had been running successful online blogs and mentoring lot of startups. He is avid marketer and at Digiexe he will be delivering his valuable insights on digital marketing trends.

The background features a collage of digital marketing icons and illustrations. It includes a laptop, a smartphone, a tablet, a keyboard, a mouse, a shopping cart, a magnifying glass, a gear, a speech bubble, and several hands holding these devices. The overall color palette is a mix of muted greens, yellows, and oranges.

**India's Best Digital**

**Marketing Institute**

**Now In JAIPUR**

**Get Trained By**

**Professional Blogger**





# Training Modules

# 1. Basics

- ✓ About Digital Marketing
- ✓ About Internet Marketing
- ✓ Hierarchy in Marketing
- ✓ Push Pull Digital marketing
- ✓ Competition Analysis
- ✓ Scope & career  
Opportunities
- ✓ Basic of HTML & Website  
Development Platforms

# 2. SEO Training

## Part-1 HTML & Dynamic Websites

- About Search Engine Optimization & Working
- How Search Engines Work (Google, MSN, Yahoo etc.)
- Crawlers Crawling Mechanism, Indexing, Robots Caching, Advertising, Web Servers
- Hosting Websites & Web Servers
- IP Address, Shared Dedicated Hosting & Login Panels
- HTML Static & Dynamic Website Optimization
- Dreamweaver, Basic HTML
- Wordpress
- Uploading Websites Through FTP Software's Like Filezilla Core FTP etc.

## Part-2 Keyword Research

- Keyword Research  
Strategies for SEO
- Keyword Application
- Multiple Keyword Research
- Types of Keywords
- Competition Analysis
- Keyword research Tools
- Paid Keywords Tools
- Keyword Research For  
Ecommerce



# Part-3 On Page Optimizations

- ✓ On Page factors For Search Engines Like Google, Yahoo, Bing ect.
- ✓ Various On Page Optimization Tags
- ✓ On Page Optimization Techniques & Other Algorithms
- ✓ Content Optimization
- ✓ On Page For Static Websites
- ✓ On Page Content For Dynamic Websites
- ✓ Integration of Social Plugins & Importance
- ✓ On Page Analysis
- ✓ Alexa
- ✓ Google Insights/Trends
- ✓ Google Panda Update
- ✓ Google Penguin Update
- ✓ Google Hummingbird
- ✓ Flash Website Optimization
- ✓ Google Penalties



# Part-4 Off Page Optimization Techniques

- \* What is Link Building
- \* Types of Link Building
- \* History of Link Building
- \* Google Pagerank Algorithm Formula
- \* Directory Submission
- \* Article Submission
- \* Press Release
- \* Blog Submission
- \* Forum Postings
- \* Question Answer Portals
- \* Classified Submission
- \* Forum Submission & Applications
- \* Working On Live Dynamic Websites
- \* Nodes Submission Threading
- \* Link Wheel Strategy
- \* Current Importance of Link Strategies

# Part-5 Advanced Optimizations

- ✿ Site Map
- ✿ RSS
- ✿ Feedburner
- ✿ Canonical Error Fix
- ✿ Robots.txt
- ✿ 301 Redirect



## Part-6 Google Webmaster

- \* SEO Optimization Through Webmaster
- \* Google Control Settings
- \* Resolving Website Errors
- \* Geo Targeting
- \* Crawl rate
- \* 301 Redirect
- \* Domain Optimization
- \* Spam Control
- \* Site Links Control

## Part-7 Google Maps/Places

- \* SEO for Local Business How To Rank a Website In Local Areas
- \* Verification & Installation





# Part-9 Software & Plugins

Through Google Does Not Like Automated Softwares for SEO We Teach It In Our Training As It Is Required By Some companies.

- \* Keyword Tools
- \* Roboform
- \* Informator
- \* FTP Softwares
- \* SEM Rush
- \* SEO Plugins



# Part-10 Google AdSense: Learn How to Earn Form

- \* How AdSense Works
- \* Legal Ways of Google Earning Program
- \* Website Policies
- \* Earning Policies
- \* Account Creation
- \* Code Installation



# 3. PPC Training

Learn advanced Pay Per Click Training From The Most Experienced PPC Experts At BloggersIdeas University. We Are The Oldes In Providing Quality Paid Marketing Programs.

## Part-1 Google Adwords

- A. Search Advertising Module
- B. Display Advertising Module
- C. Video Advertising Module
- D. Mobile Advertising Module
- E. Re Targeting Module



## **Part-2 Facebook Adverts - Paid Ads Facebook**

## **Part-3 LinkedIn Paid Ads**

## **Part-4 Microsoft Ad Centre - Bing Yahoo Paid Ads**

- \* Key Training Areas In PPC**
- \* Campaign Designing**
- \* Campaign Optimization**
- \* Conversion Tracking**
- \* Conversion Optimization**
- \* Geo Targeting In Paid Marketing**
- \* ROAS**
- \* Reporting**
- \* Fraud Click Analysis**
- \* CPV Management**
- \* CPC/CPM**
- \* Display Management**
- \* Website Research For Conversions**
- \* Cost Per Acquisition Management**



- \* Enhanced campaigning
- \* My Client Center Management
- \* Google Engage
- \* Google Partner
- \* Google SME
- \* Targeting Tablets
- \* Targeting Mobile Devices
- \* Automatic Bidding
- \* Custom Scheduling
- \* Ads Optimization Techniques
- \* Site Link Extensions
- \* Phone Extensions
- \* Local Extensions
- \* Phone Tracking
- \* Remarketing
- \* Retargeting
- \* Google Analytics Linking
- \* Google Products
- \* Google Merchant Center
- \* Accounting Sharing & Permissions  
Billing

- \* New Legal AD Policies Traffic Estimator
- \* Display Partner
- \* Contextual Display Advertising
- \* Contextual Managed Advertising
- \* Digital managed Advertising
- \* Client Linking/Unlinking
- \* Labelling
- \* Segment Time
- \* Segment Network
- \* +1 Annotation
- \* Ip Tracing
- \* Advanced Search Term Match
- \* Attributes
- \* Bidding Keyword Strategy
- \* Negative Keyword Strategy
- \* Negative Placements

BloggersIdeas University Has The Most Experienced PPC Trainers With Over 8 Years Combined Experience. Call Us For A Free Session.

# 4. Social Media Optimization

## Part-1 Online Marketing With Facebook

- \* Creating Strong Profile On facebook
- \* Creating Pages & Groups
- \* Product Brand Promotion Activities
- \* Database Management
- \* Advertising On Social Media

## Part-2 Twitter

- \* Creating Strong Profile On Twitter
- \* Product Brand Promotion Activities
- \* Retweeting



## Part-3 Youtube Marketing

- \* Video Optimization
- \* Video Broadcasting/Tracking

## Part-4 Internet Market With LinkedIn

- \* Creating Strong Profile On LinkedIn
- \* Creating Company Profile
- \* Product Brand Promotion Activities
- \* Database management
- \* Advertising On Social Media
- \* Lead Generation
- \* Branding On LinkedIn
- \* LinkedIn Marketing App
- \* LinkedIn Marketing Plugins
- \* Company Pages



## **Part-5 Google+ Marketing**

- \* Best Practice
- \* Benefits of +1
- \* Search Engine Impacts
- \* Marketing +1
- \* Implementation

## **Part-6 Social Media Monitoring Tools/Analytics**

- \* Tweet Reach
- \* Tweet Feed

## **Part -7 Branding Through Social Media**

- \* Customer Engagement
- \* Integrating Social Media On Portals
- \* Social Media With Email Marketing
- \* Targeting Social Networks
- \* Mobile Smart Phone Apps



# Part-8 Event Promotion Strategies

- \* Event Targeting On Smartphones/Tabs
- \* Event Promotion On Desktop

# 5. Email Marketing

- \* Types Of Email Marketing
- \* Email Marketing Servers
- \* Email Marketing Application/Software
- \* Email Database management
- \* Email Data Extraction & Collection
- \* Free Email Marketing Apps
- \* Transactional Emails
- \* Direct Emails
- \* Opt-in-Emails
- \* Unconfirmed Opt-in
- \* Confirmed Opt-in (COI)
- \* Email Newsletters
- \* Tracking Email Conversions
- \* Steam Send
- \* Email Verification Apps





# 6. SMS Marketing

- \* Online SMS Sending Applications
- \* Phone List Database Management
- \* Phone Number Collection and Extraction
- \* Selective SMS Marketing
- \* Mass SMS Marketing

# 7. Affiliate Marketing

- \* What Is Affiliate Marketing
- \* How To Sell Through Affiliates
- \* How To Make Money
- \* Product Selling Stores
- \* Traffic From Affiliate Network
- \* Procust
- \* Product & Service Marketing
- \* Affiliate Management Agencies
- \* Merchant
- \* Merchant, Affiliate, Market & Consumer
- \* Commission Based Lead Generation
- \* Profitable Niche Products Promotion
- \* Branding Through Affiliate Marketing

- \* Market Research
- \* Affiliate Marketing
- \* Affiliate Training For Travel Industry
- \* Affiliate Training For Hotel Industry
- \* Expanding Business Through Affiliate





# 8. Ecommerce

- \* SEO For Ecommerce
- \* Paid MArketing For Ecommerce
- \* Ecommerce CMS MAnagement
- \* International Ecommerce Strategy
- \* Ecommerce Apps/CMS
- \* Magento Management
- \* Gayeway Providers & Policies
- \* Landing Page Optimixation for Ecommerce
- \* Mobile Payments
- \* Core Selling strategies
- \* Up Sell/Cross Sell

# 9. Reputation Management

- \* Brand Building
  - \* Positive Negative Brand Building
  - \* Promoting Brand Awareness
  - \* Rebuilding Brand Image
  - \* Brand Building Tools & Apps
  - \* Corporate Branding Strategies
  - \* Blogging
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# 10. Cross Border Online Marketing

- \* International Sales
- \* Marketing In Foreign Countries
- \* Generating Leads From Other Countries
- \* Online Sales & Support Management
- \* International Customer Services
- \* Tracking Email Phone Clients
- \* Online Applications
- \* International Client Management
- \* Applications For Online Sales Management
- \* Gateways/Payment Sources
- \* SEO Strategy To Target Foreign Countries
- \* PPC Strategies To Target Foreign Countries



# 11 • Geo Targeting

- \* Website Planning Based On Geographic Targeting
- \* Keywords Selection Based In Geographic Targeting
- \* Geo targeting Softwares & Web Applications
- \* Regional Listings
- \* Geographical Targeting Webmaster
- \* Software Application Based On Geo Targeting

# 12. Content Marketing & Management

- \* Content Shuffling Content Generation
- \* Content Distribution
- \* Content For Various Networks
- \* Content Team Management

# 13. Web Analysis

- \* Setting Up Goals & Tracking
- \* Ecommerce Tracking
- \* Traffic Analysis
- \* Sales Tracking
- \* Sign Up Tracking
- \* Preparation Of Google Analytics Certification

# 14. Conversion Optimization

- \* Conversion Code Installation On All Sources Of online Marketing
- \* Conversion Tracking Metrics
- \* Funnel Installation For Different Mediums
- \* Conversion Optimization
- \* Conversion Based Landing Pages
- \* Increasing Conversions

# 15. Mobile Advertising

- \* Ads on Smartphones
- \* Mobile Search
- \* Ad Sponsors
- \* Gaming Sponsors



# 16. Local Marketing

- \* Geo Targeting Specific Regions
- \* Learning Of Various Apps & Tools By Google
- \* Yahoo Locals
- \* Local Marketing Website Planning Strategy

# 17. Video Marketing

- \* Video Marketing
- \* Uploading & Managing Videos
- \* On Page Optimization Of Videos
- \* Search Engine Optimization Of Videos
- \* Promoting Video

- \* Brand Promotion Through Videos
- \* Paid Advertising On Youtube
- \* Online Video Integration Into Internet Marketing Or Digital Campaigns
- \* Software's For Planning Filming & Optimization Short Online Videos
- \* Search Engine Optimization Of Videos

## 18. Apps Ad

- \* Chat Advertising
- \* Email Advertising
- \* Adware
- \* In Game Adverts

# This Special Program Includes

## 1. Freelance Project Building

Learn to get freelance projects from various portals like elance, freelancer.com, guru.com, odesk etc.

## 2. Click Based Earning Program

Networks which pay you on per click referral basis. These include google Adsense and many others which you will learn during your training sessions.

## 3. Outsource Projects

Learn how to get projects from UK, US and other countries.



#### **4. Affiliate Marketing**

Learn how to earn on commission basis without paying any upfront amount. BloggersIdeas University will help you to get affiliated with best direct affiliate program like shaadi.com, amazon, flipkart, hostgator, yatra and many more. Work part time for such companies and earn handsome commissions. Companies like Troo Trac are affiliated with BloggersIdeas to provide direct earning opportunities to candidates through their network.

#### **5. Google AdSense**

The most famous and trusted sources of making money part time. We teach you the right methods and tricks of earning from Google. Today people are earning from INR 5000 to INR 5,00,000 per month directly from Google.

## 6. Ecommerce Marketing

Learn the strategies of ecommerce marketing and sell from here. This is one of the most popular business models which people are doing from home and making money. Learn about stocking, delivery, product selection, buyers and sellers in markets.

**Join Today and**

**Get Free Wordpress  
Themes & Tools  
Worth 60,000 INR**



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