



**START YOUR
DIGITAL MARKETING
CAREER TODAY!!**

CREDO SYSTEMZ
**Digital Marketing
Program**

Capstone Projects :

Real Time Business Scenario using
Digital Marketing



SEO Website Optimization

Optimize a live website for Google ranking using on-page & off-page SEO strategies. Track improvements in keyword ranking and organic traffic.



Google Ads Campaign Setup

Design and run a PPC campaign with proper targeting, bidding, and ad creatives. Measure ROI using Google Ads dashboard and conversion tracking.



Content Marketing Strategy

Develop a content plan with blogs, infographics, and videos for a niche. Measure content performance with analytics tools.



Email Marketing Automation

Build an email sequence using Mailchimp or HubSpot. Automate welcome emails, promotions, and analyze open/click-through rates.



Local SEO Optimization

Optimize a business for Google My Business and local search. Monitor customer engagement, reviews, and traffic analytics.



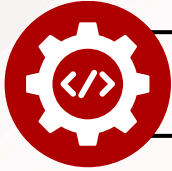
AI-Powered Ad Targeting Project

Use AI tools like Google Performance Max or Meta Advantage+ to automate ad targeting. Analyze how machine learning optimizes conversions.



Digital Marketing

Opportunities & Demand



Digital Marketing Executive



Social Media Manager



SEO Specialist



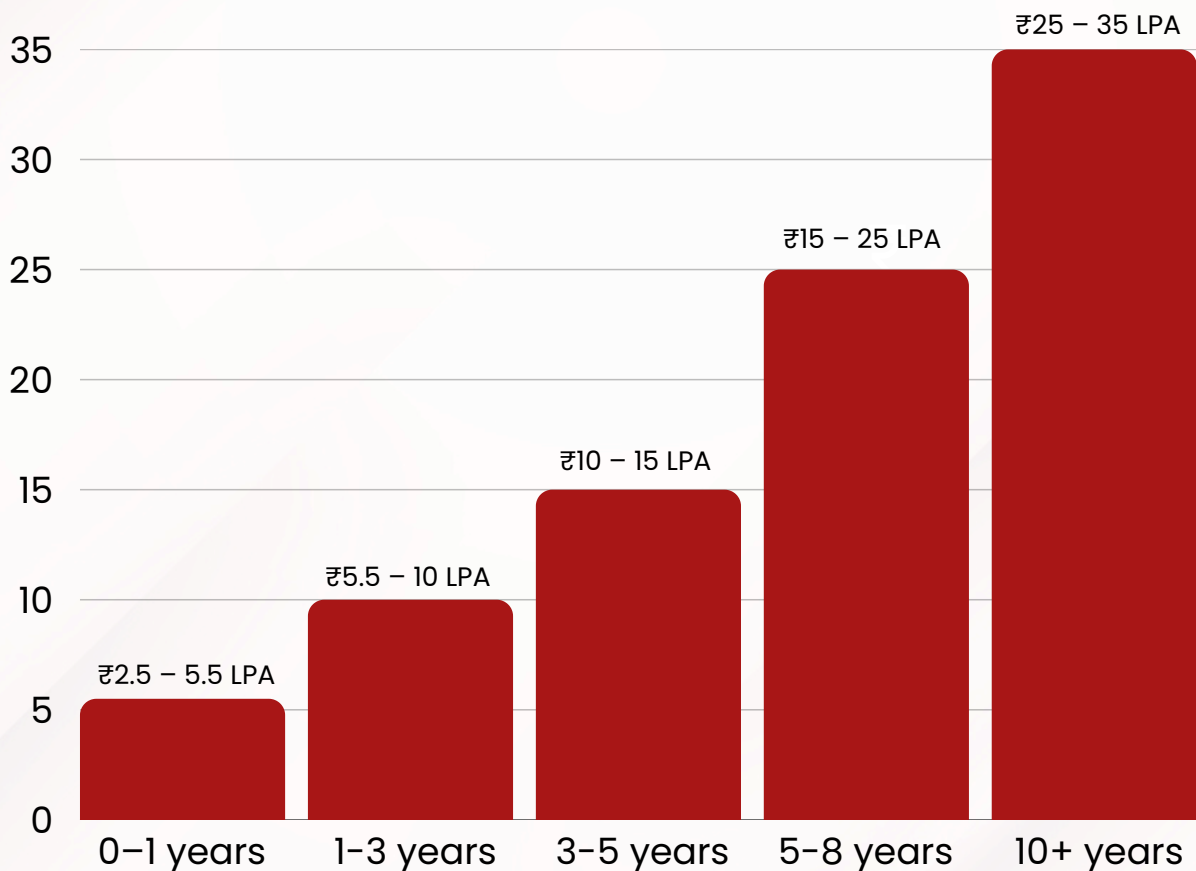
Marketing Automation Specialist



Content Marketing Specialist



Digital Marketing Manager



DIGITAL MARKETING COURSE SYLLABUS

Duration : 40 hrs

● **Section 1 : Search Engine –Introduction**

- What is Internet Marketing
- Importance of Internet Marketing
- Types of Internet Marketing Methods
- How the search engine works?
- Understanding the SERP
- Using Search Operators
- Page Rank Technology
- Latest Updates SEO Algorithms

● **Section 2 : Keywords Research and Analysis**

- Introduction to Keyword Research
- Types of Keywords
- Keyword Research Methodology
- Keywords Analysis Tools
- Google Keyword Planner
- Competition Analysis

● **Section 3 : Content Marketing**

- Introduction to Content Writing
- Research Skills
- SEO Content Writing
- Copyscape for writing
- Content Quality Check

● **Section 4 : On-Page Optimization (Onsite)**

- URL Creation
- Title Tag Optimization

- Meta Description Optimization
- Headers Optimization
- SEO Content Writing
- Anchor Links Optimization
- Internal Link Strategy
- Image ALT Tag Optimization

● **Section 5 : Off-Page Optimization**

- Submission to search engines
- Linking Building Methodology
- Types of Linking Methods
- Social Bookmarking
- Image Submissions
- PDF/Document Sharing
- Local Business Listing (Citations)
- Classifieds Posting
- Forum Signatures and Commenting
- Using Blogs for SEO
- Blog Post and Commenting
- Press Release Submission
- Article Submissions
- Video Submissions
- Audio Submissions

● **Section 6 : Technical SEO**

- Sitemap
- Robots.txt
- Domain canonicalization
- Broken Link
- Redirection types

● **Section 7 : Google Speed Test Tools & Techniques**

- Google Page Speed Insights
- Mobile-Friendliness (RWD)
- Test Mobile Usability
- Lighthouse (Chrome DevTools)

- Core Web Vitals
- GTMetrix Web Vitals

● **Section 8 : SEO Tools**

- Google Analytics
- Google Data Studio
- Google Search Console
- Google Tag Manager
- Wordpress Plugins
- Ubersuggest
- SEMrush

● **Section 9 : Google My business**

- Business Profile Management
- Posts and Updates
- Local SEO Boost
- Insights and Analytics
- Booking Integration
- Q&A Feature

● **Section 10 : Competition analysis**

- Competition analysis tools.
- Tools for Competition Analysis
- Analyzing Competitor Websites
- Competitor Content Strategy

● **Section 11 : Email Marketing**

- Build and Segment Your Email List
- Choose an Email Marketing Platform
- Create Engaging Content
- Set Up Automated Campaigns
- A/B Testing
- Schedule and Send
- Tracking Metrics

● **Section 12 : Social Media Optimization**

- Business Profile Optimization
- Optimizing posts
- Groups & Events
- Visual Content
- Hash tag Usage
- Audience Engagement
- Social Media Trends
- Performance Metrics Analytics

● **Section 13 : LinkedIn Marketing**

- LinkedIn profile creation and optimization
- LinkedIn company page creation and optimization
- LinkedIn groups & Events
- LinkedIn Jobs Tactics
- LinkedIn best practices

● **Section 14 : Social Media Ads Campaign**

- Campaign objective
- Setting Campaign Goals
- Ad Formats
- Target Audience Research
- Creating Ad Creative
- Bidding strategies
- Ad Placement Strategies
- Campaign Monitoring Metrics
- Analyzing performance

● **Section 15 : Social Media Ads Campaign**

- Overview of Platforms
- Setting Campaign Goals
- Target Audience Research
- Creating Ad Creative
- Bidding strategies

- Ad Placement Strategies
- Campaign Monitoring Metrics
- Analyzing performance

● **Section 16 : Google Ads**

- Overview of ads
- Setting Campaign Goals
- Types of Ads
- Keyword Research and Selection
- Bid Strategies and Budgeting
- CPC optimization
- Optimize for clicks
- Negative keywords
- Adlinks extensions
- Ad copy
- Quality Score and Ad Rank
- Tracking Template Custom Parameters
- Remarketing and Retargeting

● **Section 17 : Online Reputation Management**

- What is ORM
- Online reviews.
- Influence customers to review.
- Negative review management techniques.
- ORM best practices.

● **Section 18 : App Store Optimization**

- Introduction to ASO
- App store ranking
- App Title Optimization
- App Description Optimization
- App Icon Design
- User Reviews and Ratings
- App Performance Metrics
- App Updates and Maintenance

● Section 19 : Conversion Optimization

- Overview of CRO
- Conversion Metrics
- User Experience (UX) Design for Conversion
- Landing Page Optimization
- Optimizing Call-to-Action (CTA)
- Conversion Funnel Analysis
- Mobile Optimization
- Trust and Credibility Factors
- Form Optimization



SKILLS AND TOOLS

Tools Covered

Ahrefs



Meta Business Suite



Google Ads



Google Analytics



Google Search Console



Google Tag Manager



SEMrush



Keyword Planner



WordPress



Yoast SEO



Skills Covered

Social Media Marketing (SMM)



Search Engine Optimization (SEO)



Marketing Automation



Email Marketing



Competitor Analysis



Analytics and Data Interpretation



Landing Page Optimization



Keyword Research



Schema Markup



Local SEO



PLACEMENT SUCCESS STORIES

Designation
.....

Company

Package



Shakthi

**Digital Marketing
Manager**



18.8 LPA



Anitha

**Marketing Automation
Specialist**



9.5 LPA



Kalavathi

**Social Media
Manager**



6.8 LPA



Keshav

**Digital Marketing
Executive**



12.9 LPA



Moorthy

SEO Specialist



15.6 LPA



Manoj Kumar

**Digital Marketing
Executive**



10.5 LPA



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CERTIFICATE OF EXCELLENCE

THIS IS TO CERTIFY THAT

NITHYA

CANDIDATE ID : **CRPM9551**

has successfully completed

DIGITAL MARKETING

Course Conducted During January 2025 to March 2025

Date: 28-04-2025



Authorised Signatory

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WHAT OUR **TRAINEE** SAYS?



Libi charan

4.7 ★★★★★

The mentor explained every tool from basics to advanced – GA4, SEMrush, Canva, Mailchimp – with real use cases.



Srivarshini

4.2 ★★★★★

I shifted from sales to digital marketing after this course. The placement team helped me crack my first interview successfully.



Jason Israel

5.0 ★★★★★

The trainers made me work on live Google Ads and SEO projects. Now I confidently handle campaigns for client



Vasmitha

4.9 ★★★★★

This training not only got me a job but also gave me the skills to handle freelance projects on Upwork and Fiverr.



Abinaya

4.0 ★★★★★

I worked on SEO audits, campaign analysis, and content strategy during the training. That experience helped me during interviews.



Padmesh

4.5 ★★★★★


The course content is advanced and up-to-date with the latest industry trends. I secured a job within 45 days of completion.



CHENNAI


VELACHERY

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OMR

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OVERSEAS

USA

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UAE

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