About The Digital Education

Who we are?
The Digital Education is an educational training institute of "SearchByYou" as a leading Digital Marketing Training company for job seekers, graduate students, 12th passout students, graduate pursuing student, pursuing B.tech student, pursuing mca student, Professionals, Corporate, and Entrepreneurs, and also for those person who want to earn money through internet.

What we do?
The Digital Education provides complete digital marketing classroom training program with live industry project training and real-time project case-study. Our main focus to train students in the right way so that students active best and right target.
Become Google Certified Professional

To become Google certified, you'll need to pass the Google Adword fundamental exam, Google Analytics exam. The Digital Education will help you and prepare you for all Google exams.

Google Analytics Certificate

Google Adword Certificate

Mobile Advertising Certificate

Shopping Advertising Certificate

It is only skills and not degree that can help you grow. But if you are one of those individuals who believe in getting certified along with skills then we have got you covered.

What You Learn?

The only digital marketing training institute where you get the depth knowledge of all the 18 modules of digital marketing with practical training and live project experience.

- Digital Marketing Overview
- E-Business Website Planning
- Creating Online Business Strategies
- Search Engine Optimization
- Google Analytics and Webmaster
- Google AdWords PPC
- Social Media Marketing
- Professional Email Marketing
- Advance Mobile Marketing
- Video & Display Marketing
- E-Commerce Marketing Strategies
- Online Reputation Management
- Online Lead Generation
- Content Marketing
- Growth Hacking
- Affiliate Marketing
- Google Adsense & Blogging
- Tips & Tricks to get Freelancing Projects
**Steps We Follow**

1. We go with digital marketing overview which include why to learn digital marketing, where it is used and how it is becoming the basic requirement for any business.

2. Ones we are done with the basic, we kick start the Advanced modules i.e. SEO, Google Analytics, Google Webmaster, Google Adwords, Social Media Marketing, Online Reputation Management, Lead Generation, Affiliate, Google Adsense and more.

3. Additionally, we are providing 1 Website + Hosting server which is completely FREE for 1 whole year, so that you may learn how to work at industry level.

4. Highlighted things we are giving are stipend for those interested student who want to explore industrial experience all you need to have a laptop and a fair internet connection.

5. We are going to explain you how you may apply add your creativity like videos, interesting and informative content, poem, quotes into your website and we are going to tell you how to implement Google Adsense to your website, so this means you may mint money online as a part time or full time practitioner.

6. Ones we cover all the modules you are going to face google test for industry recognized google certificate and additionally our organization certificate, plus we are going to arrange interview as per the demand.

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**01. Digital Marketing Overview**

a. Real life experience, stats and trends with real example of digital marketing training
b. Difference from digital marketing and traditional marketing
c. Key concept of digital marketing in current era
d. Digital Marketing Strategies
e. Future grow of digital marketing
f. How digital marketing grow your Business

**02. E-Business Website Planning**

a. Planning and implementation for E-Business
b. Associate your business with E-Business website
c. Fundamental of Online Business Development
d. Search engine friendly website executions ideas
e. SEO techniques for E-Commerce website
03. Creating Online Business Strategies

a. How E-Store manage your entire business easily  
b. Benefits of E-Business Stores  
c. Different Campaign Create for Online Business Strategies  
d. How to pin the target online audience for business  
e. Different online audience and catching technique  
f. Real life experience; how online marketing act as a pillar for your business  
g. Tips and tricks on digital marketing is an empire of your business  
h. Branding your business using digital marketing  
i. Tips and tricks to get more and more customers using digital marketing

04. Search Engine Optimization (SEO)

a. What is search engine?  
b. How Search Engine Works?  
c. Search engine searching policies  
d. What is Crawler and how Crawlers works  
  (Basic knowledge of indexing, fetching and crawling)  
e. What is global and local search engine?  
f. Difference between global and local search engine  
g. What is website and how to optimize your website for search engine?  
h. Difference between static website and dynamic website  
i. How to get rank your website in search engine?
Off Page Optimization

i. What is backlink?
ii. Why we are creating backlinks for website boost?
iii. What is quality backlinks, effect of backlinks for website?
iv. How to create backlinks
v. Off page optimization Activities
vi. Guest Blogging
vii. PR Submission
viii. Article Submission
ix. Blog posting
x. Bookmarking Submission
xi. Directory Submission
xii. Business Listing
xiii. Classified Submission
xiv. Q/A
xv. Profile Creation
xvi. Blog commenting
xvii. Forum Posting
xviii. News Posting
xix. PPT Submission
xx. PDF Submission
xxi. Video Submission
xxii. Image Submission

05. Google Analytics and Webmaster

a. What is Google Analytics and webmaster?
b. How and why we integrate Google Analytics and webmaster API in website?
c. Live Overview on Real time visitor tracking
d. Analytics Acquisition Report Tracking and monitoring
e. What is bounce rate, Effect of bounce rate in website?
f. How to setup goal in google analytics
g. What is Funnel Visualization?
h. How to make custom report in google analytics
i. How to link google analytics to google AdSense, AdWords and Search Consol?
j. Google webmaster tools operation and benefits
06. Google AdWords / PPC

a. What is Search Engine and Pay-Per-Click Advertising?
b. Why Use Pay-Per-Click and difference b/w SEM and PPC?
c. Why we use Google AdWords? And why Google AdWords play vital role for business promotion?
d. What is the difference b/w google advertising and Facebook advertising?
e. How to set up Google AdWords account?
f. Type of Ads in Google AdWords
g. Adword campaigns creation, management and implementation
h. Goal Setup and ROI Calculation

07. Social Media Marketing (SMM)

a. What is Social Media and its optimisation process?
b. Difference b/w SMO and SMM?
c. How to Create Professional Profile Pages in Social Media (Facebook, Twitter, Linkedin, G+, and Pinterest)?
d. Which Business page is more beneficial for Business Branding?
e. How to start business branding in FB and other social sites?
f. Type of Promotion in Facebook?
g. Facebook Camping Creation, Promotion with target audience and monitoring
h. Goal Setup and ROI Calculation

08. Professional Email Marketing

a. Email Marketing Introduction
b. Why we use Email Marketing
c. Email Designing tips (System and mobiles)
d. Guidelines for email marketing
e. Email Marketing Analysis
f. Email Optimization and Testing
g. Landing page optimization (Link Optimization)
h. Goal Setup
i. ROI Calculation

09. Advance Mobile Marketing

a. What is mobile marketing and how we do it?
b. Advantage of Mobile marketing in current marketing strategies
c. How to implement mobile marketing in marketing strategy
d. How to implement Mobile Click-to-Call Feature
e. Understanding the App Business Model
f. Mobile App Marketing strategies and implementation
g. App Store Optimization (ASO) and App Promotion techniques
h. Goal Setup and ROI Calculation
10. Video and Display Advertising
a. What is Video Advertising?
b. Types of Video Ads
c. How to Make Video Ads
d. Selling AdWords for Video
e. What is Display Advertising?
f. Types of Display Ads
g. How to Make Display Ads
h. Remarketing strategies implementation for display Advertising
i. Goal Setup and ROI Calculation

11. E-Commerce Marketing Strategies
a. What is E-Marketing?
b. How E-Marketing is differ from traditional marketing
c. Real life experience, E-Commerce marketing training
d. Key concept of E-Commerce marketing in current era
e. Future grow of E-Commerce marketing in DIGITAL INDIA
f. Difference b/w general website and E-Commerce website in Search Engine Optimization
g. Guidelines for E-Commerce Website Development (Only Search Engine Optimization Guidelines)
h. Key points when you optimized E-Commerce Website
i. Traffic Generation for E-commerce Website
j. How to promote E-Commerce website with targeted Audience
k. How Social Media is more beneficial for E-Commerce website
l. Goal Setup
m.ROI Calculation

12. Online Reputation management
a. What is ORM
b. Tips and tricks for ORM
c. How to hide negative mentions and create positive reputation
d. Benefits of ORM
e. How ORM is beneficial for corporates, brands, celebrity, businessman etc.
f. ORM Process and Implementation techniques

13. Online Lead Generation
a. Search Engine Optimization (SEO)
b. Search Engine Marketing (SEM)
c. Email Marketing
d. Landing Pages lead generation techniques
e. Social Media Marketing (SMM)
f. Referral Program Management System
14. Content Marketing
a. What is content marketing?
b. Types of content
c. Objective and benefits of content marketing
d. How you can create unique content?
e. How content marketing helps in attracting the target audience?
f. How to marketing your content or blog or articles?
g. Content optimization for search engines
h. Case Study on content marketing

15. Growth Hacking
a. Analyse and interviewing the target market audience
b. Web traffic analysis
c. Track digital conversion funnels
d. Lifetime customer value (LTV)
e. Customer acquisition cost (CAC)
f. Opportunities to bring new customers
g. Remarketing strategies
h. Business Growth Calculation

16. Affiliate Marketing
a. Affiliate Marketing Overview
b. List of Affiliate Marketing Sites
c. Integrate Affiliate Strategies with your marketing
d. Affiliate Network Account setting
e. Measure effectiveness of account campaigns
f. Goal Setup and Income Calculation

17. Google Adsense & Blogging
a. What is adsense?
b. Guidelines of Google Adsense account setup
c. How to get approved for Google Adsense?
d. Google adsense account setup process
e. Integrate google adsense account to blog or website
f. Ad placement techniques
g. Account monitoring and management
h. What is blogging
i. Blogging guidelines
j. Tips, tricks, and techniques for blog
k. How to make money from blogging

18. Tips & Tricks to get Freelancing Projects
Why you should love The Digital Education

Expert Industry Trainer
Complete Practical Training
FlexibleTiming
Installment Fee Flexibility
Unlimited Doubt Classes
Back up Classes
Follow-up on Every Topics
Case-study on Live Projects
100% Job Assistance
Making Money Online Training with Expert
Become Google Certified
Become Entrepreneur
1 website and hosting server free for 1 year

What STUDENT ARE SAYING ABOUT US!

Dipika Kesriar
It was the great time i spent in The Digital Education Institute. The Digital Education has very wonderful trainer and they are very cooperative as well as career oriented Here i learned in depth knowledge of digital marketing.

Naman Rajvanshi
It was very awesome connecting with Digital Education center I learned many digital marketing trends here Mr Narendra is an expert professional with very positive attitude.

Ranjeeta Yadav
The Digital Education gave me an alternate making option over digital world and also it covers practically everything that is actually done for Digital Marketing.

Pushpendra Singh
Had a great time spent with some awesome learning at The Digital Education Institute It really helped me to build my career and i am thankful to the institute for making me what i am today.

Pratibha Verma
My experience at the digital education was wonderful Informative classes with extremely professional setup and a great educator I'll recommend for fun learning and advance knowledge.

Gaurav Mittal
I at The Digital Education felt good to learn the SEO, Social Media Marketing and Google Adwords

Abhinandan Pandey
It was great learning experience i hopefull to have a good start with my professional career

Vishal Srivastava
I had a great time with The Digital Education Center It gave a new direction to my career Mister Narendra is an amazing guide and his methods and teachings are very easy to understand and execute.
## Batches and Fee Structure

### Digital Marketing Training Programme

<table>
<thead>
<tr>
<th>Type of Training</th>
<th>Batch</th>
<th>Duration</th>
<th>Modules Cover</th>
<th>Fee Structure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class Room Training Program</td>
<td>Weekend Saturday and Sunday</td>
<td>17 Weeks/100 Hrs 8 Hrs backup classes 12 Hrs assignment</td>
<td>Cover All 18 Modules</td>
<td>INR 25,000/- In 2 Easy Installments</td>
</tr>
<tr>
<td>Class Room Training Program</td>
<td>Morning Mon, Thu &amp; Sat Mon, Web &amp; Fri</td>
<td>17 Weeks/100 Hrs 8 Hrs backup classes 12 Hrs assignment</td>
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### SEO Certification Training Programme

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</thead>
<tbody>
<tr>
<td>Class Room Training Program</td>
<td>Weekend Saturday and Sunday</td>
<td>4 Weeks/25 Hrs 2 Hrs backup classes 3 Hrs assignment</td>
<td>~ Digital Marketing Overview ~ E-Business Website Planning ~ Search Engine Optimization ~ Google Analytics and Webmaster</td>
<td>INR 10,000/-</td>
</tr>
<tr>
<td>Class Room Training Program</td>
<td>Morning Mon, Thu &amp; Sat Mon, Web &amp; Fri</td>
<td>4 Weeks/25 Hrs 2 Hrs backup classes 3 Hrs assignment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Class Room Training Program</td>
<td>Evening Saturday and Sunday</td>
<td>4 Weeks/25 Hrs 2 Hrs backup classes 3 Hrs assignment</td>
<td>~ Overview of Google AdSense and Blogging</td>
<td>INR 10,000/-</td>
</tr>
</tbody>
</table>

### Social Media Certification Training Programme

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<tr>
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<tbody>
<tr>
<td>Class Room Training Program</td>
<td>Weekend Saturday and Sunday</td>
<td>4 Weeks/25 Hrs 2 Hrs backup classes 3 Hrs assignment</td>
<td>~ Digital Marketing Overview ~ Overview of E-Business Website Planning ~ Creating Online Business Strategies ~ Social Media Marketing ~ Overview of Lead Generation through SMM</td>
<td>INR 7,000/-</td>
</tr>
<tr>
<td>Class Room Training Program</td>
<td>Morning Mon, Thu &amp; Sat Mon, Web &amp; Fri</td>
<td>4 Weeks/25 Hrs 2 Hrs backup classes 3 Hrs assignment</td>
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### PPC/Google Adword Certification Training Programme

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<tbody>
<tr>
<td>Class Room Training Program</td>
<td>Weekend Saturday and Sunday</td>
<td>4 Weeks/25 Hrs 2 Hrs backup classes 3 Hrs assignment</td>
<td>~ Digital Marketing Overview ~ Overview of E-Business Website Planning ~ Google Adword PPC</td>
<td>INR 10,000/-</td>
</tr>
<tr>
<td>Class Room Training Program</td>
<td>Morning Mon, Thu &amp; Sat Mon, Web &amp; Fri</td>
<td>4 Weeks/25 Hrs 2 Hrs backup classes 3 Hrs assignment</td>
<td>~ Overview of Lead Generation through Google Adwords/PPC</td>
<td>INR 10,000/-</td>
</tr>
<tr>
<td>Class Room Training Program</td>
<td>Evening Saturday and Sunday</td>
<td>4 Weeks/25 Hrs 2 Hrs backup classes 3 Hrs assignment</td>
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### Google AdSense and Blogging Training Programme

<table>
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</thead>
<tbody>
<tr>
<td>Class Room Training Program</td>
<td>Weekend Saturday and Sunday</td>
<td>4 Weeks/25 Hrs 2 Hrs backup classes 3 Hrs assignment</td>
<td>~ Digital Marketing Overview ~ Google AdSense and Blogging ~ Earn Money through Google AdSense ~ Earn Money through Affiliate Marketing</td>
<td>INR 5,000/-</td>
</tr>
<tr>
<td>Class Room Training Program</td>
<td>Morning Mon, Thu &amp; Sat Mon, Web &amp; Fri</td>
<td>4 Weeks/25 Hrs 2 Hrs backup classes 3 Hrs assignment</td>
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**1 FREE WEBSITE + HOSTING**

(FOR 1 YEAR)
<table>
<thead>
<tr>
<th>Corporate Office</th>
<th>Branch Office</th>
</tr>
</thead>
<tbody>
<tr>
<td>WA - 119A, 3rd Floor, EasyDay Building, Main Mother</td>
<td>B-156, G.F, Opp East End Public School,</td>
</tr>
<tr>
<td>Dairy Road, Near Shakarpur School Block - S3 Bus</td>
<td>Near Metro Pillar No. 167, New Ashok Nagar,</td>
</tr>
<tr>
<td>Stop, Laxmi Nagar, New Delhi - 110092</td>
<td>New Delhi - 110096</td>
</tr>
</tbody>
</table>

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**Website:** www.thedadigitaleducation.in