



Trainers at a Glance

SHANKEY BANSAL

Founder, Click Inc. (Digital Marketing Agency)

MBA (IMI, New Delhi), 10 years of digital marketing experience,
Google Certified Professional

Trained more than 10,000 students and professionals

Digital Marketing | Web Analytics | Social Media Strategy



NITI BANSAL

Director, Click Multimedia and Data Analytics Pvt. Ltd.

BE (EE), 7 years of digital marketing experience

Google Certified Professional

Trained more than 2,000 students and professionals

Search Engine Optimisation | Digital Ads



Contact

Mobile: +91 98260-23062

Email: contact@bhartisolutions.com

Address: 88, Jaora Compound, Indore - 452001

Website: www.bhartisolutions.com

* Certificate provided by Bharti Solutions



*Certificate Program in

Digital Marketing





Training Curriculum

Social Media Marketing

- Introduction to Social Media Marketing.
- Facebook Marketing
- Twitter Marketing
- LinkedIn Marketing
- Instagram Marketing
- Using Insights and Analysing Results
- Campaign Management

Website & Graphics

- Website Analysis
- Website Layouting
- Introduction to UI/UX
- Wordpress
- Graphics - Canva

Email Marketing

- Designing Email Content
- MailChimp

Web Data Analytics

- Overview of Google Analytics.
- Test Cases of Analytics
- Reporting through Google Analytics
- Google Analytics Solutions

Digital Ads

- Fundamentals of Adwords
- Google Ads
- Search Ads
- Display Ads: Responsive and Display Ads
- Shopping Ads
- Mobile Ads
- Video Ads
- Facebook Ads
- Remarketing Ads

Search Engine Optimisation

- Introduction to SEO
- How Search Engine Works
- Keyword Research
- Competitor Analysis
- On Page: HTML Basics, On Page-SEO, Technical-SEO, Mobile SEO, Schema Markups
- Off Page: Link Building, Social SEO, Local SEO, Working Tools
- Google Search Console
- SEO Audit and Tools
- About Algorithm Update
- Measurement with Google Analytics
- SEO Tools: Ahrefs, SEMrush, Rank Ranger.
- Keywords Ranking Analysis (SEO Reporting)

Content Marketing

- Web Content
- Blog Content
- Social Media Content
- SEO Content
- Content Strategy and Management

Google Certification

- Training for Google Certificate in Digital Sales.

Key Features

- Classroom teaching for effective communication
- On the Job Training to make every trainee job ready
- Opportunity to work on real-time projects
- Interaction with experienced trainers from day 1

Why Should You Do This Course?

- For kick-starting your career
- For boosting your career
- For an alternative career
- For a great career comeback

Who Should Attend?

- Students
- Working Professionals
- Housewives
- Self-employed Professionals
- Entrepreneurs
- Start-up Founders
- Marketing Enthusiasts

3 months of learning through Classroom Training and live projects

5 days in a week

**Course Fee
INR 35,000**