



**RATED #1 TRAINING  
COMPANY BY TIMES OF  
INDIA FOR DIGITAL  
MARKETING!**



THE TIMES OF INDIA

Forbes



# WHY

## DIGITAL MARKETING

- The world is rapidly shifting online, and the Digital world is booming, and businesses are embracing it. With India's digital marketing industry set to surpass ₹539 billion by 2024 and over 900,000 new jobs emerging, it's one of the fastest-growing career fields.

Unlike traditional marketing, digital marketing is cost-effective, data-driven, and future-proof. With AI and automation shaping the industry, skilled professionals are in high demand. If you're looking for an exciting, creative, and high-paying career, now is the time to start!



# CURRICULUM\*

MODULE	SESSION LEARNING OUTCOMES
<b>DIGITAL MARKETING OVERVIEW</b>	<ul style="list-style-type: none"><li>• Outline of Digital Marketing</li><li>• Setting Campaigning Goals</li><li>• Important Digital Marketing Channels</li><li>• How-to device a digital marketing plan</li><li>• Difference between Traditional and Digital Marketing</li></ul>
<b>SEM (SEARCH ENGINE MARKETING)</b>	<ul style="list-style-type: none"><li>• Getting to know about Search Engines</li><li>• Learn about Crawling and Indexing</li><li>• Google versus Other Search Engines</li><li>• Learn the differences between SEO and Paid Ads</li><li>• White Hat, Black Hat, and Grey Hat SEO Techniques</li></ul>
<b>ANALYSIS &amp; KEYWORD RESEARCH</b>	<ul style="list-style-type: none"><li>• Detailed Research on Keywords</li><li>• Familiarize yourself with Google Keyword andPlanner</li><li>• Find keywords using Google Auto Detection Keywords</li><li>• Decide your keyword Money</li></ul>
<b>ADVANCED LINK BUILDING</b>	<ul style="list-style-type: none"><li>• Link Wheel</li><li>• Do-Follow Links</li><li>• Link Exchange</li><li>• No-Follow Links</li><li>• Link Juice and Pyramid</li></ul>

# CURRICULUM\*

MODULE	SESSION LEARNING OUTCOMES
ON-PAGE OPTIMIZATION	<ul style="list-style-type: none"><li>• Basics of HTML</li><li>• Key HTML Tags</li><li>• Title, H1, Meta Description</li><li>• Keyword Density and Prominence</li><li>• Content Optimization</li><li>• Content-Length</li><li>• Content Quality</li><li>• Content Uniqueness</li><li>• Content Freshness</li><li>• How to optimize image</li></ul>
SEO TECHNICAL	<ul style="list-style-type: none"><li>• Length and structure of URL</li><li>• Analysis of Page Speed</li><li>• Schema.org</li><li>• 301 Redirects</li><li>• Robots. TXT</li><li>• Internal Linking</li><li>• Sitemaps.XML</li><li>• Essential Schemas to implement</li></ul>
BLOCK MARKETING	<ul style="list-style-type: none"><li>• Know more about the Blogs</li><li>• Creating Blogs</li><li>• Visitors Engagement</li><li>• Learn which topics to post about</li><li>• What time to post</li></ul>



# CURRICULUM\*

MODULE	SESSION LEARNING OUTCOMES
<b>OFF-PAGE OPTIMIZATION</b>	<ul style="list-style-type: none"><li>• Google Ranking Page</li><li>• Parameter Indicators such as PA and DA</li><li>• How to Add MozBar Chrome Extension</li><li>• Significance of Backlinks</li><li>• Different Techniques of Backlinks</li><li>• Web 2.0</li><li>• Forum Participation</li><li>• Blog Commenting</li><li>• Social BookMarking</li><li>• Classifieds</li><li>• Submission of Directory</li><li>• Video Submission</li><li>• Guest Posting Blog</li><li>• Press Release</li><li>• Infographics</li><li>• Audio Sharing Sites</li><li>• Social Media websites</li><li>• Industry Roundup</li><li>• Business Listing Websites</li><li>• Answering sites</li></ul>
<b>CONTENT MARKETING</b>	<ul style="list-style-type: none"><li>• Create Original content</li><li>• Understanding about the Content Marketing Strategy</li><li>• Devise a content marketing plan</li><li>• Driving the Specific Audience</li></ul>

# CURRICULUM\*

MODULE	SESSION LEARNING OUTCOMES
COMPETITOR ANALYSIS	<ul style="list-style-type: none"><li>• Get Familiar with Competitor Analysis tools such as AHREFs, SEO Profiler, and SEMRush</li><li>• Analyzing Competitor Links</li><li>• Traffic Analysis of the Competitors</li><li>• Comprehensive understanding of the AHREFs and the other equivalent tools</li></ul>
WEBSITE AUDITING	<ul style="list-style-type: none"><li>• On-Page SEO Audit</li><li>• Finding the Content Duplication</li><li>• Google Penalty Check</li><li>• Page Speed Audit</li><li>• Console Errors and Warnings</li></ul>
SEO TOOLS	<ul style="list-style-type: none"><li>• Tools for Content Development</li><li>• Tools for Rank Trackers</li><li>• On-Page Methods for Optimisation</li><li>• Tools for backline-research</li><li>• Audit resources on the Website</li><li>• Keyword Research Tools</li></ul>
GOOGLE MY BUSINESS	<ul style="list-style-type: none"><li>• Google Listings Creation</li><li>• Developing Citations</li><li>• Regular Posting of the updates and its significance</li><li>• Reviews</li><li>• How to manage the Negative Reviews</li></ul>

# CURRICULUM\*

MODULE	SESSION LEARNING OUTCOMES
<b>GOOGLE SEARCH CONSOLE</b>	<ul style="list-style-type: none"><li>• Top Search Queries</li><li>• Organic Performance</li><li>• Key Performance Metrics</li><li>• Top Pages</li><li>• Structured Data</li><li>• CTR, Clicks, and Impressions, CTR</li><li>• Using different filters</li><li>• URL Inspection</li><li>• Coverage issue</li><li>• Mobile Usability</li><li>• BreadCrumbs, FAQs, and Logos</li><li>• Site Maps</li><li>• Links</li><li>• Legacy Tools and Reports</li><li>• Security Issues</li><li>• Manual Action</li></ul>
<b>GOOGLE ANALYTICS</b>	<ul style="list-style-type: none"><li>• Setting up Google Analytics and Real Time User Analytics</li><li>• Audience Section</li><li>• Behavior Section</li><li>• Acquisition</li><li>• Goal Setting</li><li>• Reporting</li></ul>

# CURRICULUM\*

MODULE	SESSION LEARNING OUTCOMES
GOOGLE SEARCH ADS	<ul style="list-style-type: none"><li>• Creating PPC campaign</li><li>• Ad Rank</li><li>• Quality Score</li><li>• Ad Groups</li><li>• Budgeting of PPC</li><li>• Keywords</li><li>• Creating Text Ads</li><li>• Extension SetUp</li><li>• Knowing the Negative Keywords</li><li>• PPC Campaign Optimization</li><li>• Evaluating the Key Metrics</li></ul>
GOOGLE DISPLAY ADS	<ul style="list-style-type: none"><li>• Contextual Target</li><li>• Placement Target</li><li>• Interest Targeting</li><li>• Topics Targeting</li></ul>
REMARKETING	<ul style="list-style-type: none"><li>• Standard and Dynamic Remarketing</li><li>• Video Marketing</li><li>• Email Marketing</li><li>• Remarketing lists for the Search Ads</li></ul>
WHATSAPP MARKETING	<ul style="list-style-type: none"><li>• Configuring Whatsapp Business</li><li>• Installation</li><li>• Enabling Auto message service</li></ul>

# CURRICULUM\*

MODULE	SESSION LEARNING OUTCOMES
<b>VIDEO MARKETING</b>	<ul style="list-style-type: none"><li>• Getting to know about Video Optimization</li><li>• Creator Studios</li><li>• Getting acquainted with Video Platforms</li><li>• Creating videos</li><li>• Creating Youtube Channel</li><li>• Playlists</li><li>• Familiar with Youtube Analytics</li><li>• Advanced Video Optimization techniques</li><li>• Best Practices</li></ul>
<b>MOBILE MARKETING</b>	<ul style="list-style-type: none"><li>• SMS Marketing</li><li>• Targeting Mobiles and Paid ads</li><li>• App Store Optimization</li><li>• Differentiating between the Web and Mobile Marketing</li><li>• Familiar with Mobile websites</li><li>• Be acquainted with Responsive websites</li><li>• Creating Mobile Process: Native and Hybrid Apps Overview</li></ul>
<b>SMS MARKETING</b>	<ul style="list-style-type: none"><li>• Find the Vendors</li><li>• Know the Code</li><li>• Transactional SMS vs Promotional SMS</li><li>• Good practices</li></ul>

# CURRICULUM\*

MODULE	SESSION LEARNING OUTCOMES
<b>YOUTUBE OPTIMIZATION</b>	<ul style="list-style-type: none"><li>• Channel Growth</li><li>• Identifying Content Marketing Keywords</li><li>• Optimisation of video title</li><li>• Tag Optimisation</li><li>• Catchy Thumbnail Setup</li><li>• Subscriber Optimisation Connection</li><li>• Description Shortcut</li><li>• Monetization on your video</li></ul>
<b>SOCIAL MEDIA OPTIMIZATION</b>	<ul style="list-style-type: none"><li>• Get to learn about Group Engagement</li><li>• Monitoring reports</li><li>• Creation of an Event</li><li>• Using correct Hashtags</li><li>• Social media profile creation on Twitter, Instagram , LinkedIn and FB</li></ul>
<b>FACEBOOK MARKETING</b>	<ul style="list-style-type: none"><li>• Optimization of Facebook Page</li><li>• Creation of Facebook Business Manager</li><li>• Campaign creation – Lead Generation, Video, Post R Promotion, and Pages like Ad</li><li>• Creative Ad posting</li><li>• Setup of Audience</li><li>• Bidding Strategy</li><li>• Budgeting strategy</li></ul>

# CURRICULUM\*

MODULE	SESSION LEARNING OUTCOMES
INSTAGRAM MARKETING	<ul style="list-style-type: none"><li>• Instagram Business Profile Optimization</li><li>• Instagram Marketing Influencer</li><li>• Instagram Paid Marketing in feeds and stories</li><li>• Bidding Strategy</li><li>• Budgeting strategy</li><li>• Creation of Instagram Content Strategy</li></ul>
LINKEDIN MARKETING	<ul style="list-style-type: none"><li>• LinkedIn Company Page Optimization</li><li>• LinkedIn Ads- Search, InMail, Image, Job Postings, and Retargeting Ads</li><li>• Bidding Strategy</li><li>• Budgeting strategy</li></ul>
TWITTER MARKETING	<ul style="list-style-type: none"><li>• Twitter Marketing to Reach the Brand</li><li>• Instream video ads</li><li>• Installation of Apps</li><li>• Grow your Twitter Followers</li><li>• Audience Retargeting</li><li>• Bidding Strategy</li><li>• Budgeting Strategy</li></ul>
DIGITAL MARKETING CERTIFICATION	<ul style="list-style-type: none"><li>• Google Analytics Certification</li><li>• Google Adword Certification</li><li>• Facebook Certification</li><li>• YouTube Certification</li><li>• HubSpot Certification</li></ul>



# CURRICULUM\*

MODULE	SESSION LEARNING OUTCOMES
EMAIL MARKETING	<ul style="list-style-type: none"><li>• Getting to know about the functioning of Email Marketing</li><li>• Various kinds of Email Marketing</li><li>• Opt-in Email Marketing</li><li>• Setting up of Account for Email Marketing</li><li>• List Setup</li><li>• Web Form</li><li>• Creation of Email Broadcast</li><li>• Setting up of Auto Responder</li><li>• Optimize the Increase Inbox percentage</li><li>• Selecting the best email marketing tool like Mailchimp</li></ul>
BUILDING A POWERFUL WEBSITE THROUGH WORDPRESS	<ul style="list-style-type: none"><li>• Web Technologies</li><li>• Domain Hosting and Registration</li><li>• Familiar with HTML</li><li>• Understanding Terminologies</li><li>• User Administration</li><li>• WordPress Installation</li></ul>
WORDPRESS	<ul style="list-style-type: none"><li>• WordPress themes</li><li>• Working with Widgets</li><li>• Working with Menu For Your Website</li><li>• WordPress Plugins</li></ul>

# CURRICULUM\*

MODULE	SESSION LEARNING OUTCOMES
LEAD GENERATION	<ul style="list-style-type: none"><li>• Being Familiar with Lead Generation methods</li><li>• In-depth understanding of Landing Pages</li><li>• Website Vs Landing Page</li><li>• Perform A/ B Testing to Better Lead Generation</li><li>• Lead Nurturing Process</li><li>• Mastering Lead Funnel</li><li>• Practical Session on CRM for the Lead Management</li></ul>
AFFILIATE MARKETING	<ul style="list-style-type: none"><li>• Getting to know about the Affiliate Marketing</li><li>• Familiar with Affiliate Marketing</li><li>• Legal Policies</li><li>• Obtaining Approval</li><li>• Tracking the Affiliation Codes</li></ul>
ONLINE REPUTATION MANAGEMENT	<ul style="list-style-type: none"><li>• Tools used for ORM</li><li>• SWOT Analysis of ORM</li><li>• Handling the Negative Conversations</li><li>• Devising the ORM</li></ul>
ONLINE REPUTATION MANAGEMENT	<ul style="list-style-type: none"><li>• Selecting the right Keywords</li><li>• Campaign creation</li><li>• Video Ad</li><li>• Texted Ad</li><li>• Images Ad</li><li>• Animated Ad</li><li>• YouTube Marketing</li><li>• Re-marketing</li></ul>

# OUR PROCESSING OF **LEARNING**



## 3 MONTHS OF CLASSROOM TRAINING

The Regular Training Centres Get An "F" For Teaching. Hundreds And Thousands Of Graduates Complete Their Course Without The Practical Skills Needed To Succeed. We Have Filled The Gap By Creating A Course Where People Get An Opportunity To Work On "Live Clients". Once People Complete Their Course They Are Made To Work On Our Live Project Under The Guidance Of A Project Manager.



## 2 MONTHS OF INTERNSHIP

Freelancers Academy Digital Marketing Course Provides Agency-based Training, Which Gives The Student Exposure To How It Feels To Work In An Agency. This Makes You Digital Marketing Industry-ready. You Will Learn All The Aspects Of Working In An Agency, From Working In Teams To Creating A Proposal.



## JOB PLACEMENT

You Will Be Provided With Placement Opportunities In The Same. Our Online Digital Marketing Course Not Only Trains You In Digital Marketing But Also Trains You To Crack The Interviews And Helps You Find A Place For Yourself In The Digital Marketing World.

# TOOLS YOU WILL MASTER



# TOOLS YOU WILL MASTER



iconosquare



Swipe Pages



copysmith



Taplink

zapier

ClickSend 



Flick



Pabbly



hunter



Trello



click funnels



-RETARGETKIT

# AI TOOLS YOU WILL MASTER

DESIGNS.

**BRAND24**  
SOCIAL MEDIA MONITORING & ANALYTICS

 ChatGPT

 Fliki

CHINGU<sup>AI</sup>

Mojo 

 phrasee

 adzooma

 LANDING AI

 tubebuddy

 Keyword Tool

 lumen5

Screaming  frog

# STUDENTS TESTOMINALS

## Param Singh Gill

Digital Marketing Specialist at Google

"Freelancers Academy transformed my career. The hands-on training in digital marketing equipped me with the skills I needed to crack my Google interview. I'm grateful for their support in turning my dream into reality!"



## Adit Minocha

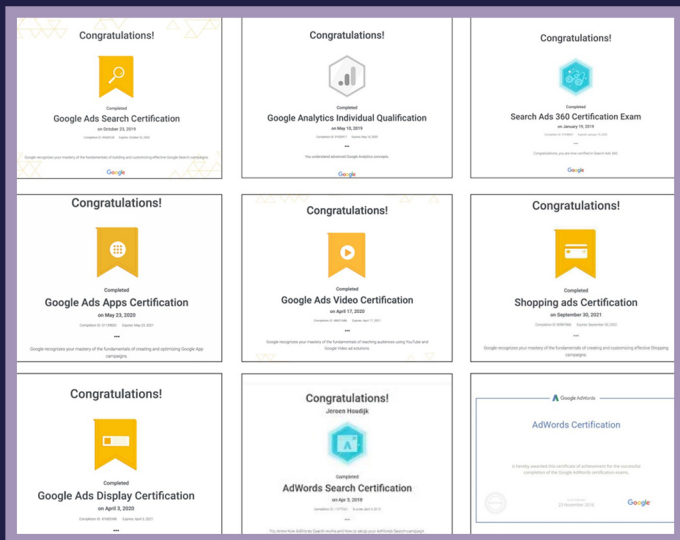
YouTube Content Creator

"Completing the course at Freelancers Academy was a pivotal moment in my journey. The practical knowledge I gained in digital marketing empowered me to grow my YouTube channel into a sensation with over 500,000 subscribers! I'm incredibly thankful for the guidance and skills I acquired that helped me reach this milestone!"





# COURSE COMPLETION CERTIFICATE AND CERTIFICATION OF EXPERIENCE





## ABOUT **FREELANCERS ACADEMY**

- 3000+ Students Trained
- 6 locations Across India
- Industry Expert Faculty
- In House Agency - Anuvaa
- Word and Learn Approach

## WHY **CHOOSE US?**

- LMS for life time
- Case Studies & Live Project
- Global Certification
- Internship + Experience letter
- 500 Plus Placement Partners
- 100% Job Gaurantee

# CLIENTS

## WE WORK WITH



# CLIENTS

## WE WORK WITH



Janvi Chitalia



# ANUVAA - OUR IN HOUSE DIGITAL MARKETING AGENCY



# OUR

## PLACEMENT PARTNERS





# OUR

# STUDENTS WORKS AT



**PRIYANKA KHARAT**

**FASHIONTV INDIA**  
CONTENT WRITER



**ANAS KHAN**

**PIRKX-AUSTRELIA**  
DATA ANALYST



**ANUJA GUJAR**

**WHITE RIVERS MEDIA**  
ASSISTENT ACCOUNT MANAGER



**SHUBHAM SAWANT**

**WALNUT FOLKS PVT LTD**  
SOCIAL MEDIA STRATEGIST



**VINOD BARVE**

**DOMS INDUSTRIES PVT. LTD.**  
DIGITAL MARKETING MANAGER



**PAYAL SHAH**

**PROFESSIONAL FREEALANCERS -USA**  
FREELANCE CONTENT WRITER



**PRADNESH VIDHATE**

**ZEE ENTERTAINMENT**  
PERFORMANCE MARKETING MANAGER



**ROMIL PATEL**

**HDFC ERGO**  
MARKETING INTERN



# OUR

## STUDENTS WORKS AT



**NIMRA SHAIKH**  
NETWORK INTELLIGENCE-DUBAI  
REGIONAL HEAD-DM



**RASHMI JADHAV**  
CHIMPZLAB  
SOCIAL MEDIA MANAGER



**PARAM SINGH GILL**  
GOOGLE  
DIGITAL MARKETING APPRENTICE



**NEHAL RICHAWARA**  
INTERACTIVE AVENUES -  
IPC MEDIA BRANDS  
SENIOR EXECUTIVE - PERFORMANCE MARKETING



**ROHIT SHEVATE**  
SCHBANG  
SEO EXECUTIVE AT SCHBANG



**SANKET TAMBATKAR**  
GROUPM NEXUS  
SENIOR MEDIA ACTIVATION  
EXECUTIVE



**MUFEEED AZIZ**  
PLATFORMANCE.IO-DUBAI  
PERFORMANCE MARKETING



**HIMA PAREKH**  
ZEE ENTERTAINMENT  
ENTERPRISES LIMITED  
PERFORMANCE MARKETING MANAGER



### Write to us:

info@freelancersacademy.com



### Visit us at:

www.freelancersacademy.com



### Call us:

+91 93727 62170



#### Vashi

+91 9324114273

#### Andheri

+91 9372762170

#### Thane

+91 9082006765

#### Charni Road

+91 8591082628

#### Bangalore

+91 9372762170



@freelancersacademy