



DIGITAL MARKETING

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SEARCH ENGINE OPTIMIZATION

- What is SEO?
- What are search engines and their functions?
- Understanding traffic, keywords etc.

ONPAGE OPTIMIZATION

- What is onpage SEO?
- Keyword Research With Google Keyword Planner
- Domain Selection & URL Structuring
- Head Section Optimization
- Meta Tag Optimization
- Redirect Tags
- SEO Friendly Content Writing
- Heading Optimization
- Keyword Density, Spamming Stuffing
- LSI (Latent Semantic Indexing)
- Image Optimization
- Video Marketing
- Robots File Creation
- Sitemap Creation & Submission (html and xml)
- Website Tracking Tools (Google Analytics, Google Webmaster Tools)

OFF PAGE OPTIMIZATION

- What is Off page SEO?
- Why Off page is Important
- What are Backlinks?
- Backlinks Creation Methods
- Difference Between Do Follow and No Follow Backlinks
- What is Google Page Rank
- How to Increase Google Page Rank
- Web Directory Submissions
- Social Bookmarking
- Article Writing & Submission
- Press Release Writing & Submission
- Comment Blogging
- Classifieds Posting
- Forum Posting
- Link Exchange (One way, two way and three way)
- Search Engine Submissions
- RSS Feeds



CONTENT



SOCIAL
MEDIA



SEO



VIDEO



MOBILE
& TABLET



PAY PER
CLICK



ROI



SEM

DIGITAL MARKETING

SOCIAL MEDIA MARKETING

- What is social media
- Understanding the existing social media paradigms & psychology
- How social media marketing is different than others

FACEBOOK MARKETING

- Understanding Facebook marketing practical session
- Creating Facebook Page
- Increasing fans on fan page
- How to do marketing on fan page (with examples)
- Fan engagement
- Important apps to do fan page marketing
- Facebook Advertising
- Types of Facebook advertising
- Best practices for Facebook advertising
- Creating Facebook advertising campaign
- Targeting in ad campaign
- Payment model-CPC vs CPM-CPA
- Setting up conversion tracking
- Using power editor tool for adv.

LINKEDIN MARKETING TWITTER ADVERTISING VIDEO MARKETING WEBSITE CREATION

- Understanding about Internet, websites, domain, web server, web hosting etc.
- Planning of a website
- HTML Basic
- About CMS and creating website in
- Wordpress ECOMMERCE MARKETING Email Campaign
- SMS Marketing



Q: Why should I choose Training Basket over other training providers?

Ans. Training Basket provides a unique amalgamation of quality, convenience, flexibility and cost. Training Basket has some of the best trainers in the industry. Our trainers excel not just in depth and width of knowledge, but also in their patience and ability to explain difficult concepts in simple terms.

Training Basket has made serious investments with long-term vision for ensuring good environmental factor for studies by first buying their own suites in the prestigious iThum Towers in NOIDA, Sec-62. This lets us configure our labs and classroom suited best to our student's comfort and focused studies.

Q: What is the criterion for availing the Training Basket job assistance program?

Ans: All Training Basket students who have successfully completed their training in any of our courses are directly eligible for placement assistance.

Q: Which are the companies that Training Basket has placed students in the past?

Ans: We have exclusive tie ups with MNC's like Ericsson, Cisco, Cognizant, Tech Mahindra, MEON, Bingo, Genpact etc.

Q: Do I need a prior industry experience in getting an interview opportunity?

Ans: There is no need to have prior opportunity for getting an interview call. The successful completion of any industry level technology training at Training Basket is like an industry experience. This training makes you confident to clear interviews and we also conduct in-house mock interviews on our online assessment platform where we assess our student's skills by testing their code online or industry specific assessment before sending them for interviews.

Q: How does Training Basket assist in placement?

Ans: You will be guided on creating an attractive template based resume. You will get opportunity to attend free personality development program and mock interviews conducted by our SME's to boost your confidence for real interviews. Plus you will be given our level assessment platform where we assess our student's skills by testing their code online or industry specific assessment.

Q: If I don't clear in first attempt, will I get another chance?

Ans: Yes, for sure. Your resume will be active on our job portal and will be visible to all our associates and clients. Training Basket will continue to send your resume to future job requirements matching your profile till you land a job.

Q: Does Training Basket Guarantee job through it's job assistance program?

Ans: Training Basket does not guarantee job placement but it will continue to assist you on best efforts basis to place you in it's affiliated companies' network.

COMPANIES WHERE OUR STUDENTS ARE PLACED

**Tech
Mahindra**



Source Soft Solutions
We only believe in the best

Chi Networks™

ADS-eVER

MEON
DELIVERING GREAT SURFACES

BioMax™



Bingo
Change • Innovate • Lead

Dimensions
Five Dimensions Infotech

WTS Webtech Solutions

HCL

IBM

Infosys

accenture

HUAWEI

**Reliance
Jio Infocomm**

pinga™ solutions

DATA BRIDGE
MARKET RESEARCH

CoreIP
Technology Pvt Ltd

iSOURCE

**network
solutions**



Shailers
Solutions...for your need



SAMSUNG

indiatech
Solutions