



start with a **DREAM**
finish with a **FUTURE**



Digital Marketing Training & Internship

Discover more about our exciting programs and you too can start your career with leading IT companies/consultancies.

Enquire today!

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About Webs Jyoti!

Webs Jyoti, Established in 2009, Development and Training organization, offers to corporations, institution and individuals worldwide.

We provide something beyond classroom training. We prepare the students/interns for corporate joining by providing them with 6 hours internship after the completion of their course

What is digital marketing?

At a high level, digital marketing refers to advertising delivered through digital channels such as search engines, websites, social media, email, and mobile apps. While this term covers a wide range of marketing activities, all of which are not universally agreed upon, we'll focus on the most common types below.

Who can join digital marketing?

Professionals: Digital marketing will help you enhance your career dimensions and make you eligible for a desired positions in any organization.

Job-Seekers: Digital Marketing will add technical skills to your profile that gives you an edge over other candidates.

Entrepreneurs: Using Digital Marketing Skills you can promote your business that enables you to engage with your online audience and increase your business leads.

Why Digital Marketing ?

In the traditional marketing companies use Press, hoarding, television other ways to promote their business. But if we discuss about digital marketing and PPC then in case you are going to target the audience on the internet which is more powerful then any traditional marketing.

Through the Marketing Services we can Promote your Brand Online or reach more audience as per our requirements by investing a small budget. Using PPC Programme we can also specify leads by age, gender, interest, distance, city and Devices. But if we talk about traditional marketing audience was not so specific and companies spend for unused audience.

Apart from digital marketing we can build your own site and earn money from the Blogging and other sources.

Digital Marketing Training & Internship

-  **Web Designing**
Design a device friendly web pages using HTML5 & CSS3
-  **Webmaster Tool**
Site map, Crawling, Indexing using Webmaster Tool.
-  **Pay Per Click - PPC**
Pay per click campaign using Google & Facebook Adwords
-  **Social Media Optimization**
Promote your business through Social media world...
-  **Search Engine Optimization**
Boost and optimize your web pages for the search engines.
-  **Email & Mobile Marking**
Design and send business Email & SMS templates
-  **SEO Tools & Web Servers**
Learn various SEO and FTP Tools to publish your website
-  **Video Editing & Publishing**
Learn various video editing tools and animations
-  **E-Commerce Marking**
Sell your products online using Affiliation programs



Digital Marketing
Duration : 6 Months



Web Designing
Duration : 2 Months



PHP Mysql
Duration : 4 Months

Training Overview

Course Name: Web Designing & Digital Marketing
Course Duration: 6 Months (4 Months Training + 2 Months Internship)
Timings: Weekends & Weekdays Classes
Batch Size: upto 8 Candidates

Students Recently Placed



Course Module

Introduction to SEO

- Introduction to SEO
- On-page SEO
- Off-page SEO
- SEO audit, tools, measurement & Insights

Social Media

- Getting started with social media marketing
- Facebook marketing expert campaigns
- Twitter marketing & campaigns
- Instagram & LinkedIn marketing

Youtube Marketing & Video Editing

- Introduction Youtube Channel & Customization case studies
- Video Editing and animations tools
- Creating shorts and live videos
- YouTube marketing - Smart & Expert Ad Campaigns

Email Marketing

- Deliverability
- Design a email template
- Customer acquisition strategies
- Email automation and tracking
- Google sheets automation
- Resources to do situational analysis and progressive updates
- Email automation

Inbound Marketing

- Attracting your potential customers into conversion funnel
- Converting your prospects into leads using emails
- Landing page
- Conversion optimization
- Conversion optimization patterns for Engaging website visitors
- Life cycle emails

SEO Audit, Tools, Measurement

- Google Search Console
- Algorithm Updates (Google Panda, Penguin , Hummingbird , Google Mobile, Google Quality, Google RankBrain, Google AdWords Updates, Interstitial Penalty etc)
- PA / DA & PR
- Speed Optimization - Google Insight & gtmetrix Tool
- Yost SEO Tool for WordPress
- W3 Validator (HTML Validations)
- Website Optimization and Audit
- SEO Audit – SEO Quake & Yost SEO
- Hotjar & Analytical tools for tracking visitors

Facebook Marketing

- Introduction to marketing
- Facebook pages and post best practices
- Facebook ads - campaign objectives
- Facebook ads - targeting audiences
- Facebook ads - impactful creative's
- Facebook expert campaign audience filters
- Facebook ad policies
- Building brand awareness
- Generating leads

Google Analytics

- Introduction
- Google analytics
- Content performance analysis
- Visitors analysis
- Social media analytics
- Actionable Insights and the big picture
- Social CRM & analysis
- Digital analytics
- Platform principles

Web Designing

- HTML & HTML5
- CSS & CSS3
- Jquery, other plugins & libraries
- Bootstrap Framework

On Page SEO

- Meta, Title, Anchor, Image Alt, Headings, Favicon
- Sitemap, Robots.txt Files
- Google Console Tool (Track Crawling, Sitemap and URL Inspection)
- Mobile SEO
- Canonical URL
- Schema Generator Tools (Faqs, Products, Local, Search etc)

Training Module

Affiliate Marketing

- definition
- purpose/where and why is affiliate marketing used
- resources required to get started with affiliate marketing
- overall affiliate marketing budget and strategy planning
- how to use flipcart, amazon affiliate & products
- how to earn from flipcart, amazon and other e-commerce websites

Content Marketing

- Myths about content marketing
- Identifying & creating "Good" content
- Framework to begin a content marketing program
- Creating a blog post
- Difference between blog and website
- What is WordPress? How to Install SEO Plugins
- Importance of a logo, and profile - design logo
- About key resources and tools to create and curate content
- How to design a banner
- How to create profile, proposal, portfolio and invoices

Adobe Photoshop

- Working with shapes and vectors
- Enhancing images with adjustments
- The power of selection tools
- Creating an brochure and flyers for your business
- Advanced layers and masking
- Design a professional social media cover pages
- Working with clone tool, pen tool, direct path & filters tools
- How to design a banner and creatives for the website

Lead Generation

- How to use google to source information
- How to use google to ping specific domains for information such as email ids
- how to validate email ids
- How to source segmented database(however possible)
- learn to source email ids of anyone who represents a corporation.
- Understand how to source information directories
- Learn about known sourcing software / application / plugins
- Learn how to use source databases

KEY HIGHLIGHTS

Why join our Training & Internship Programs?

- We provide 7 days of free trial classes to monitor their eligibility in the creativity & programming.
- Personalized assistance to offer equal learning opportunities and growth to all interns/students.
- All of our interns get 100% placement assistance after completion of their internship program.
- We are not just an institute but we are Development Company with a successful history of delivering 450+ projects.
- We provide training on live projects which are under development which provides first line industry exposure
- We prepare interns for corporate by providing them with 6 hours internship after the completion of training
- Customized highly professional training and reading material including in-house published books.
- Small batch size for holistic learning and development
- We provide interns' a corporate environment & real-time projects to make them ready for future challenges.

Career Opportunities

After completing Digital Marketing Internship

Search Engine Optimization

Every company needs SEO professionals who can rank their website in Top of the search engines, You can fill the position of SEO expert in any organization.

Pay Per Click (Google Ads)

Get expert hands on PPC advertising and work as a PPC expert in SMB's and MNC's. The Certification in Adwords will make you stand out from others.

Blogging

If you have good command in Language then you can make career in Blogging. Find your niche and start writing and make yourself a Brand.

Video Editing

You can make career in youtube marketing, learn to create a channel & upload content like videos & shorts and earn money through the adsense program.



Social Media

Every company needs a Social media experts who can manage their social profiles, plan social media Strategy and increase the awareness of a Brand.

Affiliate Marketing

Work as a Affiliate marketer in any organization or earn money by selling the products of Big brands like Amazon, Flipkart etc.

Why Choose Us

01

PROFESSIONAL COURSES

Course Modules are designed as per industry requirements.

02

EXPERIENCED INSTRUCTOR

We have experienced 15+ yrs in-house team

03

PRACTICAL TRAINING

We have a lot of projects on which SEO/SMO digital marketing done by our SEO experts.

04

TRAINING CERTIFICATE

We provide internship & Training certificate after the course completion.

About the trainer



Hirdesh Bhardwaj
Founder and Trainer
Webs Jyoti - Development & Training

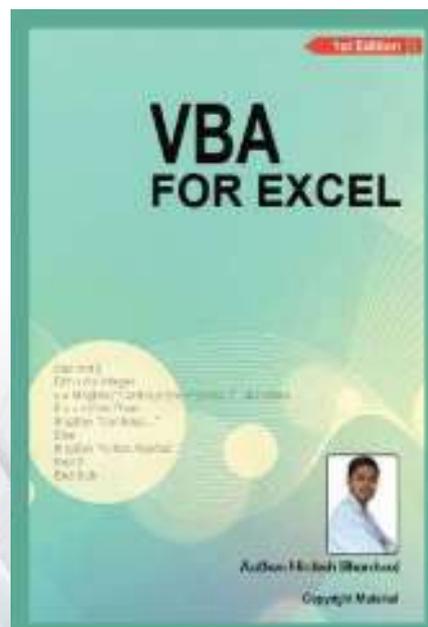
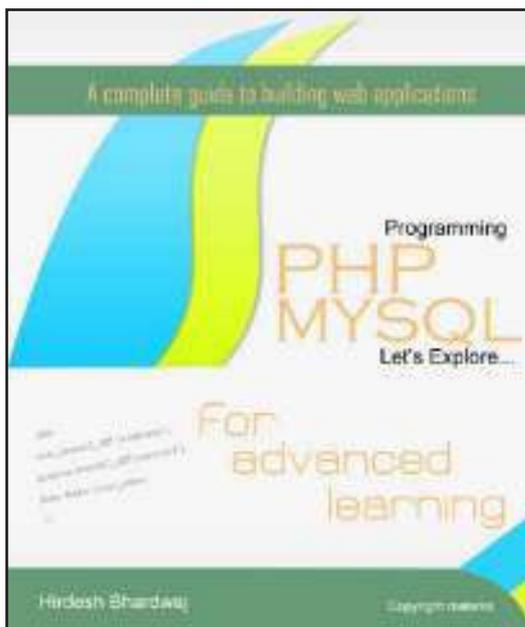
A Trainer, An Author, A Developer, A Team Leader - These are some of the words used to describe Hirdesh. He has redefined the teaching techniques with a new approach. In his career of 15 years, he has delivered 450+ websites and taught over 10,000+ students.

Hirdesh is the author of the "PHP Mysql for Advanced Learning" series and "Web Designing" books preferred by most developers and trainees. He is also a certified Oracle developer and has successfully trained over 100+ corporates so far.

As an Author, He wrote books on VBA for Excel, Web Designing & PHP MYSQL. One of his Book is Recommended for Reading and Reference By NIELIT -Govt. of India and Jiwaji University Gwalior.

He joined NIIT Gurgaon centre as an IT trainer where he explored the world of Java, PHP, Web Designing many more technologies.

Corporate Training Conducted at Big Basket, Shreeram, Cars 24, National Security Guard- HQ, Realatic Realtors, India Shelter Finance Corporation, Nestle, Jastech Systems, National Skills Foundation of India, MB Informatics, SAP Lab India, MB Informatics, Alpine India, FIA Global, Pace Academy, Dudhi Industries....





We provide 7 days of free trial classes to the students so that from the very first-day eligibility and the learning ability of the students/interns can be observed. In the first week participants students are monitored for their eligibility in the creativity, programming, and thought process.



Why Choose Webs Jyoti

- 100% Live Project Work For each Trainee.
- In-house Learning resources and Books.
- Small Batch Sizes
- 100% Placements Assistance after internship.

How to Reach Us!



Webs Jyoti

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