

Welcome To

# **ASDM - Ajmer School of Digital Marketing**



## Who We Are

Since its inception, ASDM has efficiently delivered the industry's best digital marketing course in online and offline mode to the freshers, job-seekers, small enterprise owners, corporate, digital marketing aspirants, skill developers, startups, and those who want to kick-start their businesses and career.

As digital marketing is at the core of prevailing business marketing strategies, which enables them in acing the strategies to meet every need of their clients. The digital marketing course offered in ASDM is designed specifically to meet the market demand, formulated with key concepts from veteran digital marketers and industry experts from top corporate with years of expertise.

## About the Team

**Manoj Vyas - Founder & Director**, is industry recognized veteran with more than a decade of experience, is a marketing Ninja who started the Ajmer School Of Digital Marketing that is a digital marketing coaching institute situated in Delhi, Ajmer, Bhilwara, Beawar.

Our team of ASDM is a perfect combination of experience & expertise with more than 10 of industry veterans. We are dedicated, smart & focused to provide the unbeatable digital marketing industry training. We target on creating contents that are technically appealing and functional.

## Why Choose Us

We at the Ajmer School Of Digital Marketing are imparting the best digital marketing course with a vision to transform industries into a digitally accredited society. ASDM is continuously modifying their modules according to best marketing practices. the reasons to choose ASDM for your digital marketing journey are:

**Learn with Experts** - At ASDM, we don't provide trainers. We offer certified digital marketing experts who just not provide the digital marketing course online but share their experiences, knowledge, skill sets & industry analysis with aspirants.

**Industry Based Course Modules** - ASDM has created the best digital marketing course with several digital marketing certifications which is based on industry demand.

**Regular Assignments** - As said 'practice is the key to success'. And as per this belief, ASDM provides regular assignments based on market

analysis which boosts your R&D skills. The assignments dispensed in classes will evaluate the capabilities of aspirants.

**Practical Approach** - We at ASDM emphasize the practical training approach, like on projects, tests, etc. so the learners can easily understand & learn with digital marketing concepts and are able to relate their learning with industry practices.

**Job Assistance** - As ASDM is working on sharpening, upskilling, and providing new skills to the freshers, professionals, and other aspirants. It offers 100% job assistance to the certified students & aids them in making their digital marketing career successful.

**Learn Online at Your Own Pace** - The course curriculum of the digital marketing course assists you as a road-map to learn the best digital marketing practices at your own pace. We provide you recorded videos to revise as and when required.

#### **Other Traits of the Ajmer School Of Digital Marketing:**

- Free Domain and Hosting on GoDaddy for 1 year
- Work on live project during the course
- Digital Marketing certification after course completion,
- Doubt sessions with expert mentors.
- Exclusive notes & access to numerous reading materials.



## Our Programme

### Digital Marketing Course

- **Introduction of Digital Marketing**
  - ✓ What is Digital Marketing?
  - ✓ Process of Digital Marketing
  - ✓ Difference of Internet Marketing vs Traditional Marketing
  - ✓ Search Engine Basics
- **Website Planning**
  - ✓ Webpage and website
  - ✓ General Customization
  - ✓ What is a Wordpress?
  - ✓ Difference between themes and plugins
  - ✓ How to use plugin?
  - ✓ How to change theme in Wordpress?
  - ✓ What is a webpage?
  - ✓ Category vs tags
  - ✓ Difference between Blog and Service Webpage
  - ✓ Types of Website
  - ✓ Posts vs pages
- **Website Creation**
  - ✓ How to install Wordpress?
  - ✓ How to upload Demo content?
  - ✓ Difference between Free themes and premium themes
  - ✓ How to install premium plugins?
  - ✓ Create Posts and Pages
- **Keyword Research**
  - ✓ Selection of Best Keywords
  - ✓ Short-tail Keywords vs Long-Tail Keywords
  - ✓ Use of Keyword Research Tools
  - ✓ What is Keyword Research?
  - ✓ How to find best selling keywords?
- **Search Engine Optimization**
  - ✓ What is SEO?
  - ✓ Techniques of SEO
  - ✓ Objective of SEO
  - ✓ The Goal of SEO?
  - ✓ What is On-page SEO?
  - ✓ What is Off-page SEO?
  - ✓ Meta tags Optimization
  - ✓ Find out top authority content for backlinks
  - ✓ Domain Authority vs Page Authority
  - ✓ Difference between Domain Rating and URL Rating
  - ✓ Latent Semantic Indexing
  - ✓ Backlink Building
  - ✓ Difference between Inbound and Outbound linking
  - ✓ How to Create a Anchor Tag?
  - ✓ Effective ways of Backlinks
  - ✓ Types of Linking

- ✓ Process of Backlinks
- ✓ Use of Internal Link vs External link
- ✓ Meta tags Optimization
- **Local SEO**
  - ✓ Increase citation for GMB
  - ✓ How to increase reviews
  - ✓ What is Local SEO?
  - ✓ How to optimize GMB?
  - ✓ How to create Google my business?
- **Technical SEO**
  - ✓ Google Search Console
  - ✓ Bing Webmaster
  - ✓ Google Analytics
  - ✓ Microsoft Clarity
  - ✓ Creative Designing
  - ✓ Robots.txt
  - ✓ Sitemap.xml
- **Social Media Optimization**
  - ✓ Facebook Marketing
  - ✓ LinkedIn Marketing
  - ✓ Instagram Marketing
  - ✓ Twitter Marketing
  - ✓ Pinterest Marketing
- **Search Engine Marketing**
  - ✓ Google Search Advertising
  - ✓ Display Advertising
  - ✓ YouTube Advertising
  - ✓ App Marketing
- **Email Marketing**
  - ✓ What is Email Marketing?
  - ✓ How many types of Email Marketing?
  - ✓ Can we use Mailchimp for Email Marketing?
  - ✓ How to analyze Bounce rate and Open rate?
- **Content Marketing**
  - ✓ What is Content Marketing?
  - ✓ Content Planning
  - ✓ Content Marketing Do's and Dont's
  - ✓ Difference between Informative and Potential Content?
  - ✓ Find right keywords for content marketing
  - ✓ Lets talk about strategy for content marketing
  - ✓ Final words on your Strategy
  - ✓ How many types of Content Marketing?
  - ✓ Analyzing the keyword for content
  - ✓ Effective content marketing strategy
  - ✓ How to generate leads through potential content?
- **Google Adsense**
  - ✓ How much minimum traffic I need for Google Adsense approval?
  - ✓ Different types of Ad unit
  - ✓ How to create Google Adsense account
  - ✓ What Is Google Adsense?
  - ✓ Easy steps for Google Adsense
  - ✓ Which sizes for Adsense is very effective?

- ✓ Difference between Google AdSense vs Affiliate Marketing?
- ✓ Plugin for AdSense integration
- **Certification**
  - ✓ Google Ads Mobile Certification
  - ✓ Digital Sales Certification
  - ✓ Google Ads Display Certification
  - ✓ Google Ads Video Certification
  - ✓ Google Analytics Certification
  - ✓ Google Ads Search Certification
  - ✓ Google Ads Fundamental Certification
  - ✓ ASDM Certification

## What Our Students Say About Us

*"I have done Digital Marketing course from ASDM and proudly say that they provide best in class learning solutions for digital marketing courses. Friendly environment for learning. Trainer is very cooperative. You can simply go for it. "*

**Aisha**

*"Good Staff. ASDM is one of the Best Digital marketing training Institute with most affordable fees. They provide you personal attention. I highly recommend this institute for those who want learn digital marketing."*

**Ram Sharma**

*"ASDM provides excellent practical training of Digital Marketing. The trainers are experienced and approachable. The module structure was well distributed with emphasizing on important topics. I highly recommend this institute."*

**Karan Singh**

*"ASDM is one of the Best Digital marketing training institute in Ajmer with affordable fees and best services. Good and friendly staff. They give you personal attention and clear all doubts. We learn lot of new things its helps gain more knowledge of digital marketing.i recommended this institute for those who really want to know about digital marketing or join digital marketing courses."*

**Ajay Yadav**

## Contact Us

We would love to hear from you. Our team of ASDM is a perfect combination of experience & expertise with more than 10 of industry veterans. We are dedicated, smart & focused to provide the unbeatable digital marketing industry training.

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