

Since 2007, Making IT Experts & Products

Training Course: Social Media Marketing (SMM)

Duration: 30 Hrs (Changeable) | Fees: Individual / Batch

Since 2007, Nestsoft TechnoMaster has been providing training, internships, and services in IT technologies, both online and offline, with the expertise of **over 250 industry experts**. We have delivered internships, training, and seminars to more than 50,000 students, resulting in numerous success stories. **We offer 100% placement support through JobsNEAR.in**

Our Courses/Internship

- Python/Django Fullstack
- Artificial Intelligence
- Machine Learning
- Data Science
- Software Testing (All)
- Wordpress, Woocommerce
- Digital Marketing, SEO
- Php/MySQL, Laravel
- Flutter, Android, IOS
- Asp.net MVC
- Web Design, Javascript
- Angular JS, React JS
- CCNA, MCSA, CCNP
- AWS, GCP, Azure
- Odoo, SalesForce, Sap
- Microsoft Excel
- Ethical Hacking



Syllabus on the Next Page ..



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- * Introduction â€œ Digital Marketing
- * Introduction - Search Engine Optimization
- * Caching, Crawling & Indexing
- * Google / Yahoo / Bing Algorithms
- * Competitor Website Analysis
- * Domain Name Registration
- * Basics of Server Configurations & Settings
- * File Names / Directories / Sub Domains
- * HTML5 Tags
- * CSS, Bootstrap (Mobile Friendly) Style Sheets
- * Website Designing using Templates
- * Basics of Canva
- * Basics of Photoshop
- * Blogger, WordPress
- * Meta Tags, Title Tags, Head Tags, Fav icon
- * Page Layout, Content Optimization
- * Working of Robots.txt, Do-Follow Links
- * Internal / External Linking
- * Image Optimization
- * YouTube Video Integration
- * Google Map Integration on Webpages
- * Google My Business (Google Local Seo)
- * Social Media Plugins

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- * Keyword Analysis / New Trends
- * Google Search Operators
- * Google Webmaster Tools
- * Google Analytics
- * Google Copyrights Verisign
- * Payment Gateways
- * Interactive / Dynamic Websites
- * Live Chat Integrations on Websites
- * Whatsapp Integrations on Websites
- * Breadcrumbs using Schema.org
- * W3 Standard HTML Validation
- * 404, 403 Error Checking
- * Plagiarism / Grammar / Spelling Checking
- * URL Redirection / htaccess / Seo Friendly URL
- * RSS Feeds, XML Sitemap
- * On Page SEO Tools
- * Web Hosting (FTP)

(Click on Course for more details)

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- Thank You -

N.B: This syllabus is not final and can be customized as per requirements / updates.

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