



**INDUSTRIAL  
TRAINING GURU**  
YOU'VE GOT QUESTIONS, WE'VE GOT ANSWER



# Certified Course Of **Digital Marketing**

[www.Industrialtrainingguru.com](http://www.Industrialtrainingguru.com)

# Search Engine Optimization (SEO)

- Enterprise SEO
- Local SEO
- E-Commerce SEO
- Worldwide SEO
- Multi-Lingual SEO
- Web Analytics
- Link Building
- Algorithm Updates



# Search Engine Marketing (SEM)

- Social Media Audit
- Social Media Ads
- Social Bookmarking
- Social Media
- Management
- Brand & Engagement
- Campaigns
- Analytics & Insights



# Social Media Marketing (SMM)

- Pay Per Click(PPC)
- Paid search ads
- Paid search advertising
- Cost Per Click(CPC)
- Cost Per Thousand
- Impressions(CPM)
- Bing Ads
- Campaign Strategy & Google Ad words

# Content Marketing (SMO)

- Content Strategy
- Content Writing
- Content Editing
- Guest Posting
- Blog Post
- PR Writing
- Leads & Management
- Case Studies
- SEO CopywritingContent Strategy
- Content Writing
- Content Editing
- Guest Posting
- Blog Post

