



**WEBHOPPERS**  
ACADEMY

☎ 7696228822  
☎ 7889164845

# ADVANCED DIGITAL MARKETING COURSE

## ADVANCED DIGITAL MARKETING

1. Search Engine Optimization (SEO)
2. Content Writing
3. Pay Per Click (PPC)
4. Search Engine Marketing (SEM)
5. Social Media Optimization (SMO)
6. Social Media Marketing
7. Online Reputation Management
8. Wordpress Customization
9. E-Commerce Marketing
10. Mobile Marketing
11. Google Webmaster/Analytics
12. Blogging
13. Google Adsense Marketing
14. Google Affiliate Marketing
15. E-mail Marketing
16. User Experience
17. Portal Listing
18. Tag Manager
19. Be Certified
20. Ready for Interview
21. Freelancing/Bidding

## SEO COURSE

1. On Page SEO
2. Off Page SEO
3. Local SEO
4. Search Engine Algorithms
5. Technical SEO Overview
6. Google Webmaster Overview
7. Google Analytics Overview
8. Content Marketing
9. Blogging
10. Adsense Overview
11. Video Optimization
12. Website Structure

## PPC COURSE

1. Google Adwords  
(Search, Display, Re-marketing,  
Gmail, Youtube, Google Shopping Ads)
2. Landing Page Optimization
3. Campaign Setup
4. Keyword Research
5. A/B Testing
6. Conversion Tracking
7. Quality Score Optimization
8. Bing Ads
9. Facebook Marketing
10. Twitter Marketing
11. LinkedIn Marketing

## CERTIFICATIONS



Regd. Office : Webhoppers Infotech Pvt Ltd, SCO 40, 1st Floor, Sector 11, Panchkula, Haryana, India  
Email : [info@webhoppers.com](mailto:info@webhoppers.com) Web : [www.webhoppers.in](http://www.webhoppers.in)