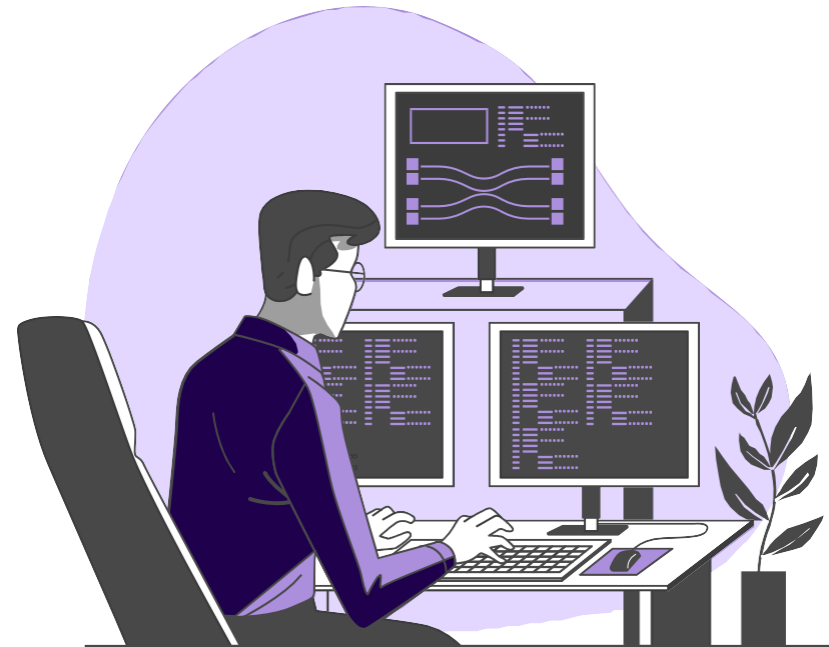


# Become Digital Marketing Certified Professional

Where theory meets practice

[www.webcooks.in](http://www.webcooks.in)





An initiative of ***Core Innovative Solutions***

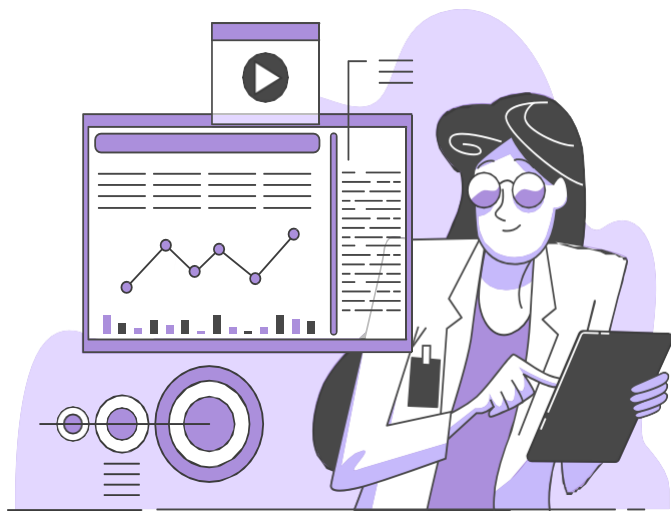
Mr. Ripun Gupta, realized the need for a quality training company and started Webcooks in 2019.

Webcooks.in was established with the sole aim of digitally upskilling Amritsar and to bridge the skill gap between the educational curriculum and the industry demand.

...

# WHY WEBCOOKS?

By not following the traditional method of being taught by the teachers, we at Webcooks have a team of experienced and trained professionals.



01

...

## Industry Experts

Get trained under professional guidance

02

...

## 80:20 Practical to Theory

The focus is on what matters: the skill enhancement

03

...

## Career Guidance

Professional counsellors to guide you on the right path

04

...

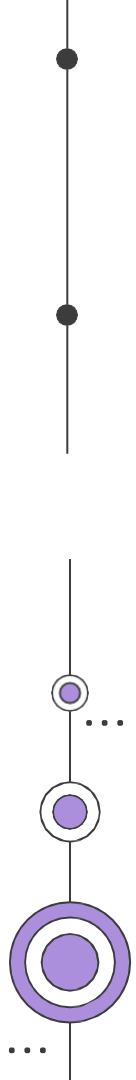
## Live Projects

Hands-on experience on live projects



# DIGITAL MARKETING

There's never been a better time to be in  
digital advertising.





# Scope of Digital Marketing

The benefit of acquiring expertise in digital marketing is that you would land up career which will never encounter short of job opportunities in the times ahead. At webcooks we will help you in grasping your hold on digital marketing strategies to grow your business or crack a job interview with ease. Beside this, there are certain reasons for adopting this career, such as:

1. High demand profession
2. High paying packages
3. Start your own blog or do freelancing
4. Grow your business to next level

...



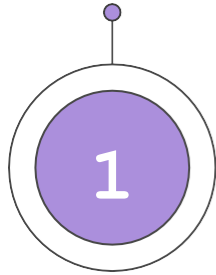
# Become **GOOGLE** Certified Professional

ONE TRAINING PROGRAM – 8 CERTIFICATIONS



# ROADMAP

Introduction to  
Digital World



2

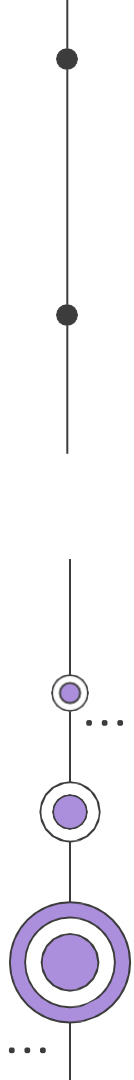
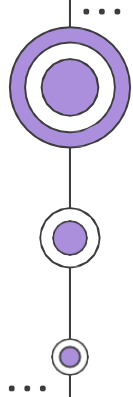
Understanding the  
social media

Understanding the  
Search Engine

3

Desinging  
Paid Campaigns

4



# DIGITAL MARKETING

## MODULE 1

INTRODUCTION TO DIGITAL WORLD

## MODULE 2

DIGITAL MARKETING VS  
TRADITIONAL MARKETING

## MODULE 3

KEYWORD RESEARCH AND ANALYSIS

## MODULE 4

CONTENT MARKETING

## MODULE 5

WEBSITE PLANNING

## MODULE 6

GRAPHICS AND VIDEO EDITING

## MODULE 7

WORKING WITH SEARCH ENGINES

## MODULE 8

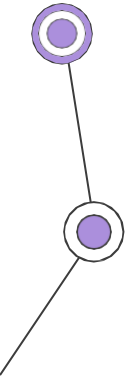
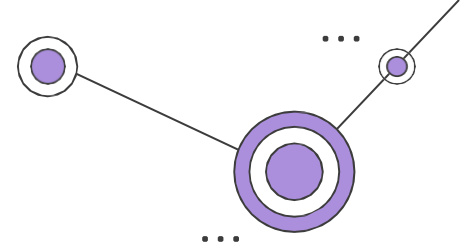
SEARCH ENGINE OPTIMIZATION AND  
ALGORITHMS

## MODULE 9

LOCAL SEO

## MODULE 10

SEO PROJECT ESSETIALS





# DIGITAL MARKETING

## MODULE 11

SOCIAL MEDIA OPTIMIZATION

## MODULE 12

SOCIAL MEDIA MARKETING

## MODULE 13

GOOGLE ANALYTICS

## MODULE 14

GOOGLE ADS/ PAID MARKETING

## MODULE 15

AFFILIATE MARKETING

## MODULE 16

INFLUENCER MARKETING

## MODULE 17

EMAIL MARKETING

## MODULE 18

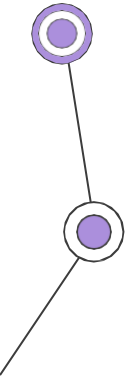
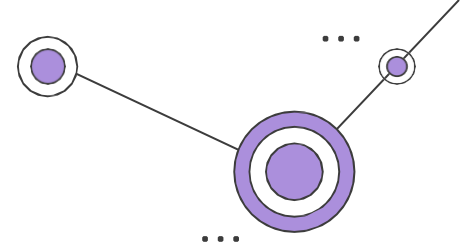
LEAD GENERATION FOR BUSINESS

## MODULE 19

COPYWRITING & STORYTELLING

## MODULE 20

ONLINE REPUTATION MANAGEMENT



# DIGITAL MARKETING

## MODULE 21

DOMAIN SELECTING

## MODULE 22

BLOGGING & ADSENSE

## MODULE 23

WEBSITE BOUNCE RATE

## MODULE 24

APP STORE OPTIMIZATION

## MODULE 25

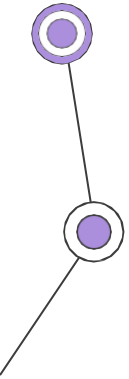
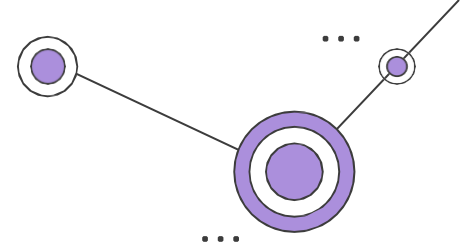
E-COMMERCE MARKETING & MARKETPLACE LISTINGS

## MODULE 26

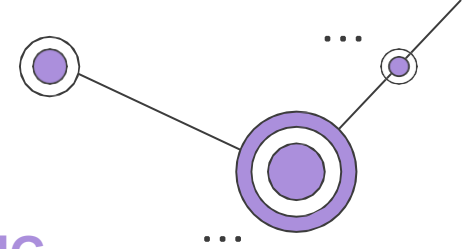
MARKETING & SALES FUNNELS

## MODULE 27

HOW TO FREELANCE?



# SOCIAL MEDIA MARKETING



## MODULE 1 – Introduction

- Digital World
- HYPE vs HELP
- Understanding the marketing process
- Traffic vs Engagement
- Social Concepts & Hashtags

## MODULE 2 – Creatives

- Designing graphics using Canva
- Post sizes
- Creating grids and stories
- Patterned layouts
- Basics of Adobe Photoshop
- Design resources
- Color Psychology
- Understanding User Behaviour

## MODULE 3 – FB and IG

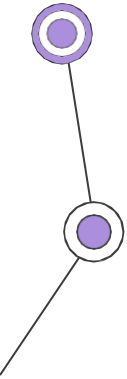
- Creating accounts on Facebook and Instagram
- Types of posts
- Working with ads
- Creating content calendar

## MODULE 4 – Other Medium

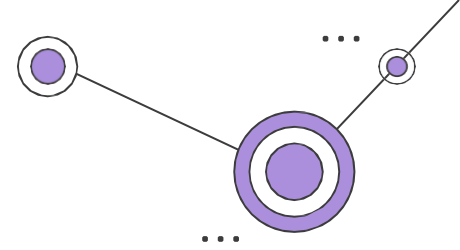
- LinkedIn profiling, pages and ads
- Pinterest mood boards
- Twitter
- Snapchat stories and stickers

## MODULE 5 – In-trend

- Empathetic Marketing
- Meme Marketing
- **CASE STUDIES**



# SEARCH ENGINE MARKETING



## MODULE 1 – Introduction

- Digital World
- HYPE vs HELP
- Understanding the marketing process
- Traffic vs Engagement
- How does search engine works
- SERP

## MODULE 2 – Keyword Research and Analysis

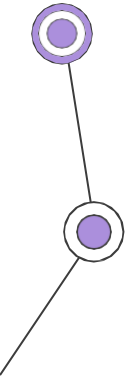
- What are keywords?
- Market Research
- Keyword Tools
- Keyword Mix
- Competitor Analysis
- Choosing the right keywords

## MODULE 3 – SEO

- Keyword Placement in content
- ON PAGE ACTIVITIES – url structuring, image optimization, meta description etc.
- OFF PAGE ACTIVITIES – backlinks, directory submission, forum postings etc.
- Link Juice

## MODULE 4 – Google Ads

- Google Analytics
- Google Merchant Store
- Setup a Ad campaign
- Dynamics of AdWords Auction
- Expanding and refining campaigns



# Recommended Trainings

We Recommend you to do this training after completion of the course:

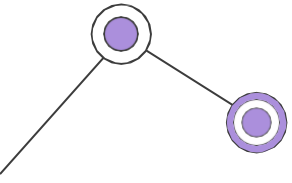
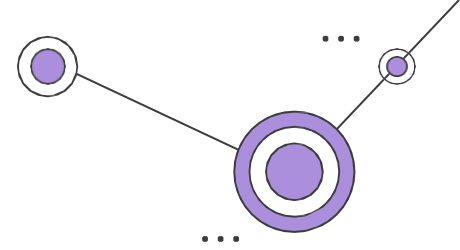
- **Amazon Marketing and Drop-shipping**

# WEBCOOKS COMMUNITY

Webcooks.online

is a online WhatsApp community for the students/professionals to share their knowledge and ask for guidance.

[CLICK TO JOIN](#)



# REQUEST FREE DEMO CLASS

Book a counselling session with our experts via **WhatsApp**



**+91 828-908-1111**

**COFFEE IS ON US!**

## **Nehru Shopping Complex**

25-SF, Nehru Shopping  
Complex, Amritsar

## **D-Block, Ranjit Avenue**

23-SF, D-Block, Ranjit Avenue,  
Near Starbucks, Amritsar



# THANKS

Do you have any questions?

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[www.webcooks.in](http://www.webcooks.in)



@webcooks.in

