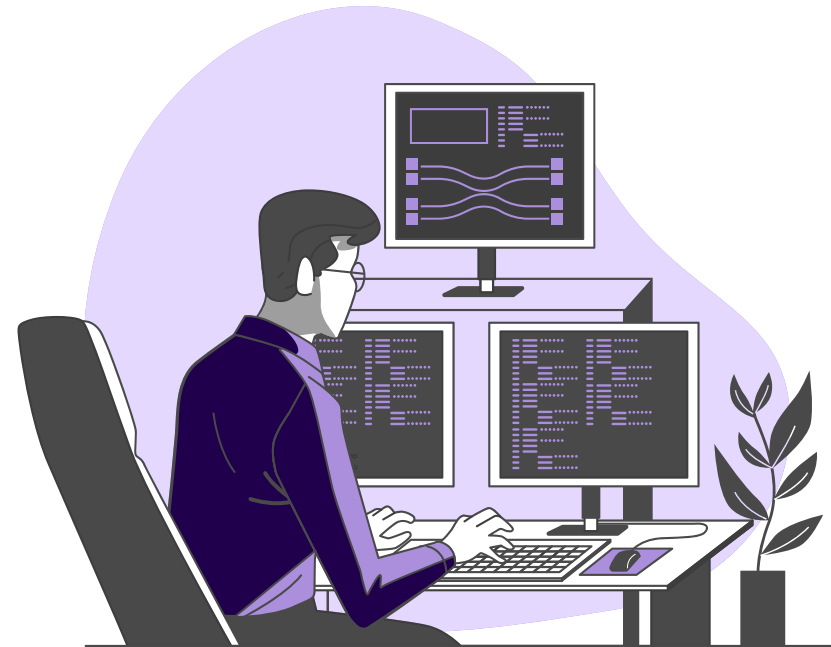


where theory meets practice

Your Industrial Training Partner

www.webcooks.in





An initiative of *Core Innovative Solutions*

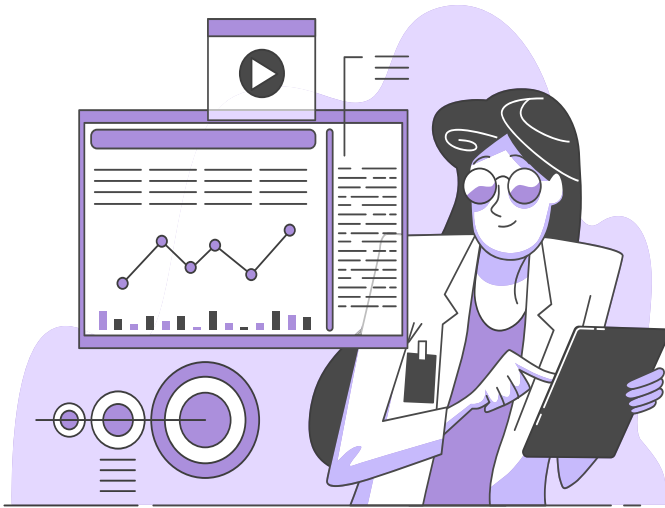
Mr. Ripun Gupta, realized the need for a quality training company and started Webcooks in 2019.

Webcooks 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

...

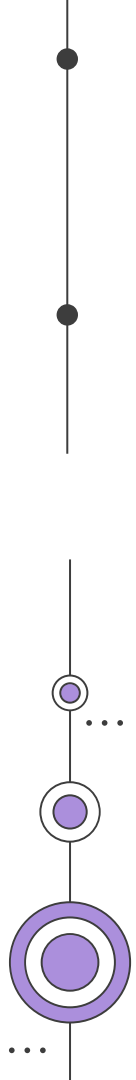
Live Projects

Hands-on experience on live projects



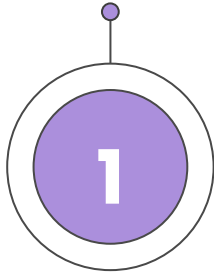
DIGITAL MARKETING

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

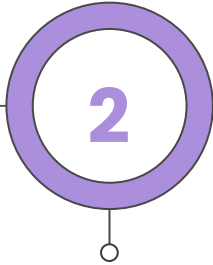


ROADMAP

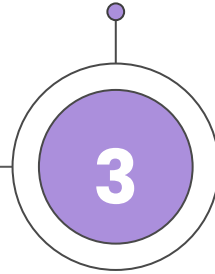
Introduction to
Digital World



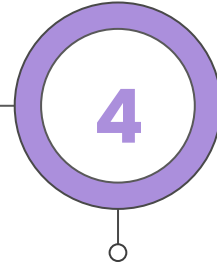
Understanding the
social media



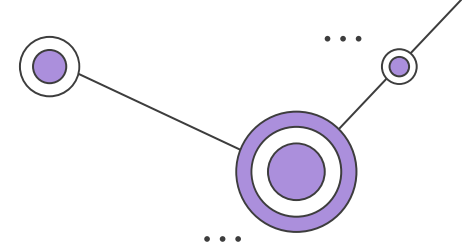
Understanding the
Search Engine



Designing
Paid Campaigns



Introduction to Digital marketing



MODULE 1 – Introduction

- Digital World
- HYPE vs HELP
- Understanding the Marketing Strategy
- Introduction to Keywords
- Inbound Vs Outbound Marketing

MODULE 2 – Content

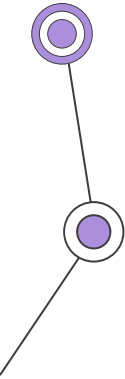
- Content Marketing
- Copywriting
- Storytelling
- Metaphors
- Tips & Tricks

MODULE 3 - Graphics

- Designing Graphics using Canva
- Post sizes for Social Portals
- Introduction Grids, Stories, reels, Carousel
- Basics of Adobe Photoshop- background Removal & Pen tool
- Image resources
- Color Psychology
- Font Selection

Assignments

1. Marketing Strategy
2. Keywords Analysis
- 3. Writing Article or blog
4. Logo, Graphics and Video for Brand



Creating Website

MODULE 4 – Introduction to CMS

- CMS platforms
- Wordpress
- Wordpress Dashboard
- Introduction to theme
- Introduction to Page Builder
- Site Title, Tagline, Favicon
- Settings Overview

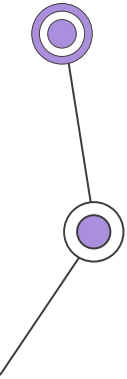
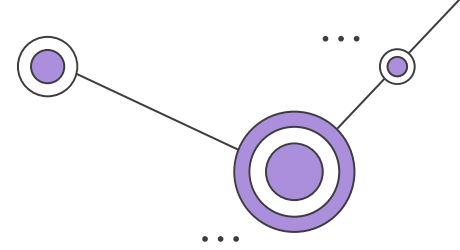
MODULE 5 – Elementor

- Designing pages with elementor
- Sections, Columns, Widgets
- Elementor Editor
- Hero Section Designing
- Designing Elements:
Layout, Content & Advanced Setting

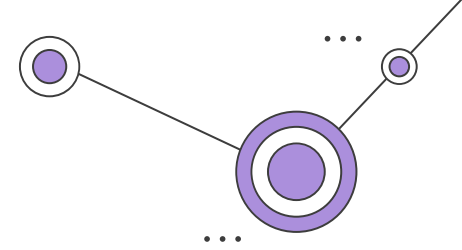
- Website Navigation & Menu
- Plugins
- Blog Posts
- Header & Footer
- Contact Us Form
- Responsiveness
- Template Export and Import

Assignment

- Creation of website with all the features covered



SEARCH ENGINE MARKETING



MODULE 6 – Introduction to SEO

- Need to SEO
- Types of SEO
- Internal and External Links

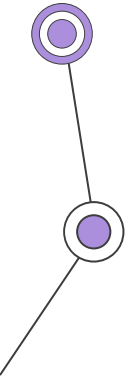
MODULE 7 – On Page SEO

- Website Audit
- Tags
- Errors
- Redirections
- Schema
- LSI
- Core Web Vitals
- Topic cluster

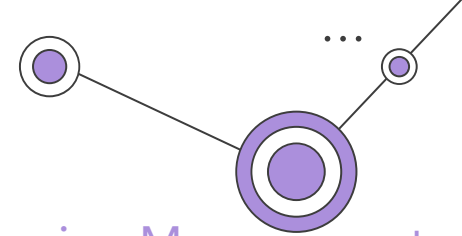
MODULE 8 – Off SEO

- DA, PA, Spam Score, Link Equity
- Introduction to Moz
- Do Follow Links
- No Follow Links
- Backlinks Creating Categories And Strategies
- Backlink Checker
- Semantic SEO
- Listings & Submission
- Social Bookmarking (Pinterest)

All SEO practices will be implemented on live website



SOCIAL MEDIA MARKETING



MODULE 9 – Intro to Social Portal

- Social Media Platform
- Audience on Social Media
- Social Media Strategy
- Connection-Interaction-Data
- Neuro Marketing

MODULE 10 – FB & IG

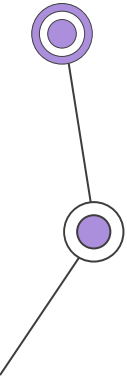
- FB Account Settings
- FB Page Creation & Optimization
- Instagram Account Creation & Optimization
- Posting & Content Calendar
- Business Account & Ad Account Creation & handling
- Hashtag Strategy
- Instagram Reels & Guide
- Instagram Ad

MODULE 11– Ad Campaign Management

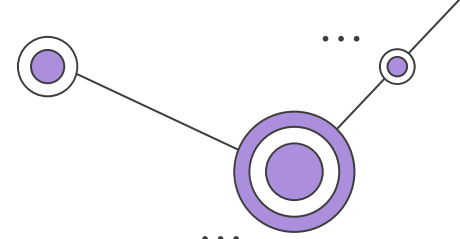
- Ad Campaign- Ad Set- Ads
- Objective-Budget-Audience
- Placements-Creatives-Tracking
- Pixel Integration
- Catalog

Assignments

1. Creation of Business page
2. Creation of Content Calendar
3. Posting Idea Generation
4. Social Media Strategy
5. Campaign setup



Trending Modules



MODULE 12– Influencer Marketing

- Influencer Marketing Statistics
- Types of social media influencers
- Case Studies

MODULE 13 – ORM

- Perception & Fact
- How to Manage Complaints on Social Portals
- Case Studies

MODULE 14 – Email Marketing

- Need & Benefits
- How to write your email copy
- Best email Practices
- Newsletter Designing

MODULE 15 – Personal Branding

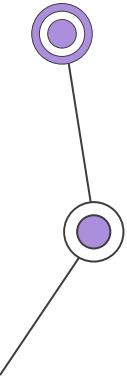
- What is Personal Branding
- Its Importance for Professionals
- How to Build
- Tips & tricks

MODULE 16 – Funnel

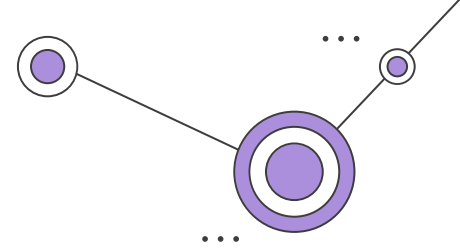
- Digital Marketing Funnel Vs Traditional Marketing Funnel
- Benefits & Strategies
- Case Study

MODULE 17– Youtube Channel

- Creating Youtube Channel
- Introduction Youtube Studio
- Posting Videos & Shorts
- Playlist and Editor Section
- Tips & Tricks



Google Ads & Analytics



MODULE 18 – Ad Terms

- Ad Rank-Quality Score-CPC-CTR
- Google Search Network
- Google Display Network
- Match Type Keywords
- Negative Keywords

MODULE 21– Search Console & GA4

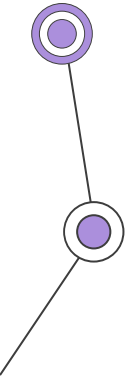
- How to Get Started & Verify Property
- Acquaintance with Dashboard
- Audience & Events
- Goals & Conversions

MODULE 19 – Campaign

- Campaigns-Ad groups-Ads
- Objective
- Setup an Ad campaign
- Google Merchant Store
- Refining Campaigns

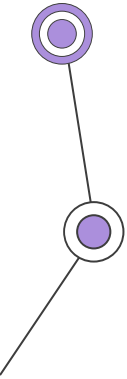
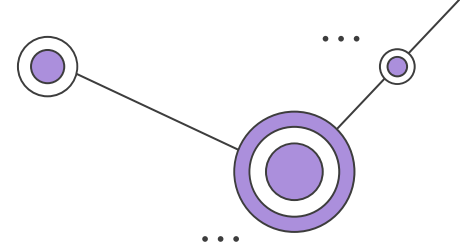
MODULE 22 – Final Milestone

- Interview Preparation
- Resume Building Tips
- Final Assignment



Final Assignment

- a. In-depth study of the industry for you Business
- b. Study the consumer behaviour in the industry
- c. Are there any recent changes in consumer behaviour especially after COVID?
- d. Research for the competitors
- e. Cost for Business Setup, Advertisement and Competition
- f. Feasibility Study
- g. Planning Complete Digital Strategy
 - Logo
 - Tagline
 - Key pillars
 - Graphics
 - SEO
 - SMO
 - Social Ads
 - Google Ads
 - eCommerce Portals / LMS / Booking engines / Food Delivery Web-apps (whichever is applicable)
 - Blogging
 - Strategy for funnel marketing (if applicable)
 - Milestones and targets



OTHER MODULES OFFERED

- Digital Marketing
- website Designing
- Cuditude (Advanced)
- Data Science
- Graphic Designing
- Tally / Busy

Feel free to book a free counselling cum demo session with us to clear all your doubts.



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

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THANKS

Do you have any questions?

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