



OUR PARTNERS



TECHSKY ACADEMY

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THE NEXT BIG SUCCESS STORY COULD BE YOURS!

Upgrade Your Skills

for Tomorrow's Opportunities

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DIGITAL MARKETING COURSE

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At Techsky Academy,
we don't just teach skills —
we empower you to build
a **successful digital future.**



PART - 1

DIGITAL MARKETING OVERVIEW

- What is Digital Marketing ?
- Why Digital Marketing is Important ?
- Why Digital Marketing over Traditional Marketing ?
- Techniques Used in Digital Marketing (SEO, PPC, SMM, SMM, Email Marketing, Display Advertising, Inbound Marketing, ORM)

PART - 2

MARKET RESEARCH AND ANALYSIS

- Keywords Research (Main Keywords, Key phrase, prefix and suffix)
- Competitor research (Competitor List, their presence, Competitor SERP, DA, PA)
- Target areas and goals.
- Roadmap Creation.
- Complete Domain Guide

PART - 3

WEBSITE CREATION AND PLANNING

- What is Domain name ?
- What are the top domain registrar names sites ?
- How to purchase domain names from different sites?
- What is web hosting server ?
- How to attach domain name with web hosting servers?
- How to install WordPress on hosting servers?
- Wordpress Backend training ?

PART - 4

SEARCH ENGINE OPTIMIZATION

- What is Search Engine Optimization ?
- What are search engines ?

ON-PAGE SEO

- Title, url, meta description and keywords optimization.
- Heading tags, hierarchy and block level optimization,Image
- Presence of Bold, italic and listed items.
- Importance of unique content.
- Navigation in Page
- Anchor Text Optimization
- Keyword Proximity, Keyword Prominence,Keyword Density
- LSI (Latent Semantic Indexing)
- Rich media content Creation (Infographics, Slides, and Video Content)

ON SITE SEO

- Website structure
- Regular Updation
- Page Loading Speed
- Content and Code ratio
- Link Structure (Tree and Diamond)
- Breadcrumb.
- UI/UX

OFF-PAGE SEO

- Social Sharing
- Social Bookmarking
- Directory Submission
- Link Building Guide
- Link Equity
- Link Diversity
- Reciprocal link
- Link Frequency
- Guest Blogging

SEARCH BEHAVIOUR

- CTR Impact
- Search Spam

LOCAL SEO

- Working process of Local Search Result
- Google Plus local Business Creation
- Bing Places
- NAP
- Citation for local seo

SEARCH ENGINES AND THE ALGORITHM

- How Search Engines like Google, Bing and Yahoo works
- Search Engine Sitemap Submission
- Search engines algorithm and their importance.
- (Panda, Penguin, Hummingbird and their importance)
- Search Engine Spams.

SOME IMPORTANT TERMS IN SEO

- 301 and 302 redirects and their usage
- rel="canonical" rel = "nofollow" , rel="Noindex"
- DA and PA
- Some Black Hat seo terms (Cloaking, Doorway pages, Link Farming, Content Spinning, Commenting, hidden text)
- Nofollow and Dofollow Links
- Robots.txt and .htaccess files
- Introduction to ASO
- Monthly Reporting

PART - 5

GOOGLE SEARCH CONSOLE TOOL

- Webmaster/Search Console Website Verifications

PART - 5

GOOGLE SEARCH CONSOLE

- Search Appearance Overview
- Understanding Search Analytics
- Backlink Analysis
- Managing Spam Backlinks
- Managing International and Local Rankings
- Analyzing Google Indexing Status
- Removing URLs from Google Index
- Understanding Crawling and Crawl Issues
- Robots.txt Testing and Sitemap Management

PART - 6

GOOGLE ANALYTICS

- Overview of Google Analytics
- Setting Up Tracking Codes for Websites
- Understanding User Behavior and User Flow
- Analyzing User Behavior on Websites
- Traffic Analysis and Reporting
- Goal Setup and Conversion Tracking

PART - 7

SOCIAL MEDIA MARKETING

- Facebook Optimization
- Facebook Post Strategies
- Examples of High-Performing Facebook Posts
- Hashtags and Tagging on Facebook
- Understanding the Facebook Algorithm
- Creating Facebook Ads Campaigns
- Facebook Analytics
- Twitter (X) Optimization
- Twitter (X) Analytics
- Creating Ads on Twitter (X)
- Pinterest Marketing

- Google Plus
- LinkedIn
- StumbleUpon
- Reddit

PART - 8

CONTENT MARKETING

- How to Build a Content Marketing Strategy
- Create Content Curation for Your Audience
- Create Content in Slides, PDFs, and Video Format
- How to Get Content Development Ideas
- Content Distribution through Social Media and Other Platforms

PART - 9

ECOMMERCE MARKETING

- eCommerce Market Research
- Is Content Necessary in eCommerce
- Site Structure for eCommerce
- Ranking New Products
- Managing Duplicate Content
- Managing Seasonal Products
- eCommerce AdWords Structure
- eCommerce Affiliate Marketing Strategy

PART - 10

GOOGLE ADWORDS

- Introduction to Google AdWords
- Keyword Research in Pay Per Click Marketing
- Landing Page Creation and Optimization
- Creating Your First Ad Campaign
- Creating Ad Groups and Ad Copies
- Keyword Insertion

- Different Types of Ad Extensions
- Remarketing PPC Ad Campaigns
- Quality Score Optimization
- Conversion Tracking
- A/B Testing and Conversion Optimization
- Basics of Display Advertising
- Different Types of Display Ads Formats
- Display Ads Targeting Using Different Methods
- Driving Website Traffic through YouTube Videos
- Using YouTube Videos for SEO

PART - 11

MOBILE MARKETING

- Creating Mobile-Friendly User Interface
- Mobile Apps for Regular Engagement
- App Engagement and Installment Ads

PART - 12

ONLINE BIDDING AND FREELANCING OVERVIEW

- Introduction to Freelancing
- Overview of UpWork Freelancing Platforms
- Profile Creation and Increase Profile Visibility
- Cover Letter Creation
- Bidding Strategy and Proper Utilization of Bidding Chances
- How to Receive Payment through UpWork in India

PART - 13

BLOGGING

- Introduction to Blogging
- Difference Between Free Hosted and Paid Blogging Platforms
- Introduction to AdSense and How It Works with Blogging and Web Portals

PART - 14

GOOGLE ADSENSE

- Google AdSense Account Requirements and Eligibility Criteria for Approval in India
- Different Types of Ad Formats
- Types of Earnings
- Payment Procedure

PART - 15

AFFILIATE MARKETING

- Introduction to Affiliate Marketing
- How Affiliate Marketing Model Works
- Affiliate Marketing for Increased Sales and Earning Money
- Apply and Approve Process of Different Affiliate Programs

PART - 16

ONLINE REPUTATION MANAGEMENT (ORM)

- Online Reputation Basics
- Managing Negative Feedback
- ORM Techniques
- Manually Tracking Audience Behavior Using Tools

PART - 17

VIDEO MARKETING

- YouTube Video Creation
- YouTube Channel Creation and Optimization
- YouTube Video Optimization
- Business Branding Through YouTube



TECHSKY
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WE MAKE
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*“ Keep Learning & Accelerate Your Career
As A Professional Digital Marketer ”*

yesterday
NOW
tomorrow

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