



Call Now:

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## **SECURITY IS NOT COMPLETE WITHOUT U!**

**The security light made me feel safe, though I know that was an illusion. If there is light, you can just see what's coming for you a little more clearly.**

## Details for Digital Marketing

Duration: 3 Months

### Overview

In this course, students will Learn **Basic to Advance Digital Marketing**. Like: PPC, Back linking, Social media marketing, Alexa Ranking management, and etc. participants will do a live project also.

### Pre-Requisites

Students should already be familiar with any operating system and basics of programming language. (Like: Windows OR Linux, HTML & CSS).

### Who We Are?

Recon Force is a Training and Consulting company and adheres to training standards. We are bringing it to improve its security training and services through technology-enabled IT content. Prepares for an important role as a Penetration Testing expert, instrument analyst, service analyst, network security program manager, and other related roles.

### Why Choose Recon Cyber Security?

Recon Force is the best accredited Ethical Hacking training classes in Delhi that offers the best Ethical Hacking training in Delhi on practical exams that help aspirants gain professional skills. The institute offers practical and career-based Ethical Hacking training in Delhi to help students find their dream job at various MNCs. Students are given the opportunity to gain practical experience of participating in real Ethical Hacking projects and 100% placement assistance. The Recon Ethical Hacking Course in Delhi is run under the highly experienced industry professionals. It is recognized among the leading Ethical Hacking Center in Delhi, as it operates on a mix of practical learning and learning theory. This type of comprehensive behavioral training with good exposure facilitates the complete transition of the student into a professional.

- Digital Marketing Toolkit
- 24x7 Online Classes Available
- Digital Marketing Certificate
- Interview Preparation
- 1 Year Membership
- Training by experienced trainers
- Live Projects
- Checkpoint based training
- Class recording
- 24x7 Support

## **Basic Digital Marketing Course Content**

- **Module 1** : **Introduction (Search Engine Optimization)**
- **Module 2** : **On-Page Optimization**
- **Module 3** : **Off-Page Optimization**
- **Module 4** : **Introduction to Digital Marketing**
- **Module 5** : **Growth of Digital Marketing**
- **Module 6** : **Online Marketing Channels**
- **Module 7** : **Careers in Digital Marketing**
- **Module 8** : **Building & Designing Website**
- **Module 9** : **Understanding C-Panel**
- **Module 10** : **Installing Word press**
- **Module 11** : **Customizing Theme**
- **Module 12** : **Building Page & Post**
- **Module 13** : **Customizing Menu**
- **Module 14** : **Keyword Planning and Research**
- **Module 15** : **Ranking factors**
- **Module 16** : **Algorithm Updates**
- **Module 17** : **Meta Search Engine**
- **Module 18** : **Google Search Console**
- **Module 19** : **Local SEO**
- **Module 20** : **Technical Optimization**
- **Module 21** : **Tracking and Analyzing Success**
- **Module 22** : **Tools For SEO**
- **Module 23** : **HTML Website SEO**

## **Advance Ddigital Marketing Course Content**

- **Module 1** : **Social Media Marketing & Optimization**
- **Module 2** : **Social Media Marketing Strategy**
- **Module 3** : **Facebook Marketing**
- **Module 4** : **Instagram Marketing**
- **Module 5** : **Quora Marketing**
- **Module 6** : **LinkedIn Marketing**
- **Module 7** : **Online Reputation Management (ORM)**
- **Module 8** : **Digital Sales Optimization**
- **Module 9** : **Google Analytics**
- **Module 10** : **Acquiring Business Lead Generation**
- **Module 11** : **Landing Page Creation**
- **Module 12** : **E-Mail Marketing**
- **Module 13** : **Growth Hacking**
- **Module 14** : **Google Ad words**
- **Module 15** : **Pay-per-click (PPC)**
- **Module 16** : **Google Ads**
- **Module 17** : **Search Advertising**
- **Module 18** : **Display Advertising**
- **Module 19** : **Online Money Making**
- **Module 20** : **Freelance Project**
- **Module 21** : **Blogging**
- **Module 22** : **Google AdSense**
- **Module 23** : **Affiliate Marketing**

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