

IT & DIGITAL SKILLS TRAINING

Course Catalog & Curriculum Guide

Digital Marketing • SEO • Web Designing • Adobe Photoshop

Vikram Manuka

Senior Web Developer & Digital Marketing Trainer | 11 Years in IT | 9+ Years Hands-On Experience

11 Years in IT. 9+ Years Hands-On in the Field.

I train beginners, job seekers, and working professionals in digital marketing, SEO, web designing, and Adobe Photoshop through live examples, hands-on assignments, and real projects. Because I build websites as well as market them, I teach how design, content, and search visibility work together—something most single-subject trainers can't show you.

11

Years in IT &
Technology Training

9+

Years Hands-On in
Digital Marketing, SEO
& Web Development

4

Courses:
DM, SEO, Web Design,
Photoshop

1:1 / Group

Flexible class formats,
online via Zoom

Four programs. One Trainer.

Digital Marketing

60 hrs

8 modules

SEO, PPC, content & AI marketing, affiliate, mobile, analytics

SEO Training

45 hrs

6 modules

Keyword research, on-page, off-page, technical SEO, audits

Web Designing

70 hrs

7 modules

HTML5, CSS3, Bootstrap, JavaScript, jQuery, responsive design

Adobe Photoshop

36 hrs

6 modules

Editing, pen tool, logo design, storyboards, portfolio project

Digital Marketing Training

Learn digital marketing the way it's done on the job: SEO, PPC, content, affiliate and mobile marketing, and web analytics, taught through live examples and hands-on assignments. Because I'm also a web developer, you'll see how your website's structure and speed affect rankings and conversions.

WHO IT'S FOR

Beginners, job seekers, and working professionals who want practical, hands-on skills—not just theory—are taught through live examples and real projects, with a free demo class before you commit.

60 hrs

Total program length

8 Modules

Fundamentals to live project

1:1 / Group

Class formats available

1 MARKETING FUNDAMENTALS & STRATEGY

- Digital marketing landscape & channels
- Customer journey & buyer persona
- Marketing funnel: awareness → conversion → retention
- Brand positioning basics

TOOLS COVERED

Google Trends • Canva

2 SEO ESSENTIALS

- Keyword research & search intent
- On-page SEO (title, meta, content)
- Off-page SEO & link building basics
- Website structure for search

TOOLS COVERED

Google Search Console • Ubersuggest • Google Keyword Planner

3

PPC FOUNDATIONS

- Google Ads account setup & structure
- Search & display campaigns
- Audience targeting & remarketing
- Budgeting & conversion tracking basics

TOOLS COVERED

Google Ads • Google Keyword Planner • Google Analytics

4

CONTENT & AI-POWERED MARKETING

- Content strategy & calendars
- Writing for blogs & social media
- Using AI tools for content ideas & drafts
- Content performance basics

TOOLS COVERED

Canva • ChatGPT • Grammarly

5 AFFILIATE MARKETING

- How affiliate marketing works
- Choosing programs & networks
- Tracking links & commissions
- Promotion strategies

TOOLS COVERED

Affiliate dashboards • Bit.ly

6 MOBILE MARKETING

- Mobile-first customer behavior
- WhatsApp & SMS marketing basics
- Mobile ad formats
- App-install campaign basics

TOOLS COVERED

WhatsApp Business • Meta Ads Manager

7

WEB ANALYTICS

- Setting up Google Analytics (GA4)
- Reading traffic & audience reports
- Goal & conversion tracking
- Turning data into decisions

TOOLS COVERED

Google Analytics (GA4) • Google Search Console • Google Tag Manager

8

LIVE PROJECT, PORTFOLIO & INTERVIEW PREP

- Plan & run a real marketing campaign
- Build a portfolio of your work
- Resume & LinkedIn profile review
- Mock interview practice

TOOLS COVERED

Google Slides • LinkedIn • Canva

SEO Training Classes

Learn to rank websites through practical, step-by-step methods: keyword research, on-page and off-page optimization, technical SEO, and a full SEO audit on a real website. Since I build websites myself, you'll also see how hosting, speed, and structure affect search visibility.

WHO IT'S FOR

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45 hrs

Total program length

6 Modules

Basics to full audit

1:1 / Group

Class formats available

1 SEO BASICS & KEYWORD RESEARCH

- How search engines crawl, index & rank
- Finding keywords & search intent
- Competitor keyword research basics

TOOLS COVERED

Google Keyword Planner • Ubersuggest

2 ON-PAGE SEO

- Title tags, meta descriptions & headings
- Content optimization for ranking
- Internal linking & site structure

TOOLS COVERED

Screaming Frog • Yoast / RankMath

3 OFF-PAGE SEO & LINK BUILDING

- Backlink fundamentals & types
- Guest posting & outreach basics
- Local SEO & Google Business Profile

TOOLS COVERED

Ahrefs (basics) • Moz

4 TECHNICAL SEO

- Site speed & mobile-friendliness
- cPanel & hosting basics for SEO
- Indexing issues & fixes

TOOLS COVERED

Google PageSpeed Insights • GTmetrix • cPanel

5

SEO AUDIT (REAL WEBSITE)

- Running a full technical & content audit
- Prioritizing fixes by impact
- Presenting an audit report

TOOLS COVERED

Screaming Frog • Google Search Console

6

ANALYTICS, REPORTING & TOOLS

- Reading organic traffic in GA4
- Tracking keyword rankings
- Building a simple SEO report

TOOLS COVERED

Google Analytics (GA4) • Google Search Console

Web Designing Classes

Build real, responsive websites step by step: HTML5, CSS3, Bootstrap, JavaScript, and jQuery, with a focus on mobile-first, SEO-friendly design. Every module is project-based, so you finish with a portfolio and the confidence to work on client projects.

WHO IT'S FOR

Beginners, job seekers, and working professionals who want practical, hands-on skills—not just theory—are taught through live examples and real projects, with a free demo class before you commit.

70 hrs

Total program length

7 Modules

HTML to live projects

1:1 / Group

Class formats available

1 HTML5

- Page structure & semantic tags
- Forms & tables
- Images, links & media embedding

TOOLS COVERED

VS Code • Chrome DevTools

2 CSS3

- Box model, selectors & layouts
- Flexbox & Grid
- Basic animations & transitions

TOOLS COVERED

VS Code • Chrome DevTools

3 BOOTSTRAP 5

- Grid system & responsive utilities
- Pre-built components
- Building a full-page layout

TOOLS COVERED

VS Code • Bootstrap docs

4 JAVASCRIPT

- Variables, functions & DOM manipulation
- Events & form validation
- Working with APIs (basics)

TOOLS COVERED

VS Code • Chrome DevTools console

5 JQUERY & INTERACTIVITY

- Selecting & manipulating elements
- Effects & animations
- Simplifying common JS tasks

TOOLS COVERED

VS Code • jQuery docs

6 RESPONSIVE, SEO-FRIENDLY DESIGN & HOSTING

- Mobile-first responsive design
- Basic on-page SEO for developers
- cPanel, domains & hosting a site

TOOLS COVERED

Google Mobile-Friendly Test • cPanel • Netlify / GitHub Pages

7

LIVE PROJECTS & PORTFOLIO

- Building 2–3 real client-style websites
- Version control basics
- Assembling a developer portfolio

TOOLS COVERED

- Git & GitHub
- Figma (reference)

THAT COMPLETES THE CURRICULUM

Every module is hands-on and project-based, so you finish with a portfolio you can show employers or clients—not just notes.

Adobe Photoshop Training

Learn Photoshop hands-on, from the fundamentals to logo design and storyboards. The course suits beginners, students, and professionals who want to create social media graphics, banners, website mockups, and logos, with feedback on your work at every stage.

WHO IT'S FOR

Beginners, job seekers, and working professionals who want practical, hands-on skills—not just theory—are taught through live examples and real projects, with a free demo class before you commit.

36 hrs

Total program length

6 Modules

Fundamentals to portfolio

1:1 / Group

Class formats available

1 FUNDAMENTALS

- Interface, layers & selections
- Layer masks
- File formats & export settings

TOOLS COVERED

Adobe Photoshop

2 PHOTO EDITING & COLOR CORRECTION

- Cropping, retouching & cleanup
- Color correction & grading
- Working with Camera Raw

TOOLS COVERED

Adobe Photoshop • Camera Raw

3 PEN TOOL & VECTOR SHAPES

- Precise selections with the pen tool
- Vector shapes & paths
- Combining shapes for icons

TOOLS COVERED

Adobe Photoshop

4 LOGO DESIGN & CONCEPTS

- Logo design principles
- Typography for branding
- Building a simple brand kit

TOOLS COVERED

Adobe Photoshop

5

STORYBOARD DESIGN

- Planning visual sequences
- Storyboard layouts for social & ads
- Presenting a storyboard

TOOLS COVERED

Adobe Photoshop

6

EXPERT DESIGNING & PORTFOLIO PROJECT

- Advanced compositing techniques
- Building 2–3 portfolio pieces
- Preparing files for print & web

TOOLS COVERED

Adobe Photoshop • Behance (portfolio)

GET STARTED

Choose a program, book a free demo.

- ▶ Take the full program, or choose only the topic packs you need.
- ▶ Join 1-to-1 for a flexible schedule, or in a small group (3–5 students)
- ▶ Every course includes hands-on assignments and a portfolio-ready project.
- ▶ A free demo class is available for every course.

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Web Design • Photoshop

*Find full course details,
class packs and pricing
on my UrbanPro profile.*

Thank you!