



## **Digital Marketing Certification**

**Institute for Digital & Mobile Marketing(IDMM™)** is a premier institute for Digital & Mobile Marketing Certification.

IDMM™ was started in 2012 . More than 1800 students till date have been certified.

**IDMM™ has been started with a motive of providing students a comprehensive & quality training in Digital Marketing.**

### **Certification in SEO by IDMM**

#### **Search Engine Optimisation (SEO)**

- What is Search Engine Optimisation
- Crawling & Indexing
- Understanding the Search Engines and Algorithms
- Black Hat SEO
- White Hat SEO
- Onpage Optimization(Wordpress)
- Meta Tags
- Keyword Optimisation
- Long Tail keyword & Short Tail Keyword
- Keyword Density
- Title Optimisation
- Description Tag Optimisation
- Alt Tag
- Header Tag
- URL Structuring
- Canonicalisation
- Robots.txt setup
- Google Webmaster Tools Setup
- International Targeting
- Pagespeed Insights
- Offpage Optimization
- Introduction to Link Building
- Link Building Techniques
- Google Business Page
- Blog Setup
- Competition Analysis

#### **Additional Free Module : ORM**

- What is Online Reputation Management
- How to measure ORM
- ORM tools

**Course Duration: 10 Hours**

**Type of Training: Live Online Sessions**

#### **Profile of the Trainer (Mr.Amitesh Kumar):**

- Mr.Amitesh Kumar currently working as CEO & Managing Director of Emobitise Technologies, a leading digital marketing company based out of Hyderabad and having business operations across India.
- He is a **Google Certified Professional ,Microsoft Bing Ads Certified & Inbound Marketing Certified**

## Institute for Digital & Mobile Marketing-IDMM

- He has led the company to get the Best Startup amongst 500+ companies in the same domain.
- He previously worked for the third largest internet company(**Way2sms**) in India as **Asst.Vice President(Online Advertising)**
- He handles Digital Marketing Assignments for close to 186 brands(India & Abroad) as a Consultant
- He has worked with leading digital & social media ad agencies in India & abroad.
- He comes with core digital marketing experience of more than 5 years.
- He is a visiting faculty at Top B-schools in Hyderabad & has delivered sessions to more than 1500 Management students
- He has key associations with leading online & e-commerce companies in India.

You are one step away from getting Digital Marketing Certified, **contact our team on 9885591135 to book a seat for next batch.**