

CAREER FORTUNE DIGITAL MARKETING PAY AFTER PLACEMENTS JOB GUARANTEE COURSE.

The concept of "career fortune pay" and "100% job guarantee" in the context of a digital marketing course typically refers to a promise made by the course provider that students who complete the program will secure a job in the field, and they only have to pay the course fees once they have a job.

Here are potential benefits and considerations associated with such offerings:

BENEFITS:

1. Job Security:

- The primary benefit is the assurance of a job after completing the course. This can provide a sense of security and reduce the uncertainty associated with job hunting.

2. Reduced Financial Risk:

- The "fortune pay" model can reduce financial risk for students. They only pay the course fees if they secure a job, which can be helpful, especially for those who may be concerned about investing in education without guaranteed returns.

3. Motivation and Commitment:

- Knowing that there's a guaranteed job at the end of the program may motivate students to work harder and stay committed to the course, potentially leading to better learning outcomes.

4. Industry-Relevant Skills:

- A well-designed digital marketing course should equip students with practical, industry-relevant skills that are in demand, increasing their chances of landing a job.

5. Career Support Services:

- Courses with a job guarantee often include career support services such as resume building, interview preparation, and job placement assistance, which can be valuable for students entering the workforce.

CONSIDERATIONS:

1. Quality of Education:

- It's crucial to assess the quality of the digital marketing course. A job guarantee doesn't necessarily guarantee a high-quality education. Research the curriculum, faculty, and reviews from previous students.

2. Industry Demand:

- Ensure that the digital marketing field has a high demand for professionals in your location. Job guarantees may be less meaningful if there's low demand for digital marketing skills in your area.

3. Terms and Conditions:

- Carefully review the terms and conditions of the job guarantee. Some programs may have specific criteria, such as minimum performance levels or geographic restrictions, that students must meet to qualify.

4. Scope of the Guarantee:

- Understand what the job guarantee covers. Does it guarantee a job in any position, or is it limited to specific roles or industries within digital marketing?

5. Long-Term Viability:

- Consider the long-term viability of the skills you'll acquire. Digital marketing is a rapidly evolving field, so ensure the course covers a broad range of skills and includes updates on industry trends.

In summary, while a career fortune pay and 100% job guarantee can provide appealing incentives, it's essential for prospective students to thoroughly research the program, consider the demand for digital marketing skills in their region, and understand the terms and conditions associated with the guarantee.

SYLLABUS

1. Intro to Digital Marketing

Digital Marketing Introduction
Digital Marketing Vs Traditional Marketing
Digital Marketing Channels
Digital Marketing Scope & Career

2. Importance and Use-case of AI

Introduction To AI In Digital Marketing
Understand What Is AI In Digital Marketing
Benefits of Using AI In Digital Marketing
Overview Of Top Trending Popular AI Tools

3. Blogging & Articles

Understanding Blog & Post
Introduction To Blogger.Com
Creating Post & Pages on blogger.com
Customizing Theme & Setting

4. Dive into the world of WordPress

Introduction To Domain & Hosting
Introduction To WordPress
Installing Themes & Plugins
Creating Web Pages using elemeter

5. Preface of E-commerce Platforms

Understanding E-Commerce Platforms
Installing Woo – Commerce
Product Listing on Platforms
Store Setup Setting

6. Deep-Dive in the world of Canva

Introduction To Canva
Creating Logo on Canva
Creating Social Media Post

Creating Animation videos

7. Fun with Animations

Introduction To Powtoon

Creating Animated Video

Creating Presentation Video

Creating Presentations with Powtoon

8. Creation & Shooting of Reels

Introduction To Instagram Reels

How To Create Engaging Reels Content

Techniques To Create And Shoot Reels

Techniques To Create And Shoot Reels

9. Overview of SEO Tools

Performing SEO Audit

Mastering tools like Semrush

Mastering tools like Ahrefs

Mastering tools like Moz

10. Competitor Analysis & Keyword Research

Competitor analysis using keyword tools and site audit tools , keyword analysis. Auditing competitors keyword to improve your keyword performance.

11. Dive Deep in On-Page SEO

What Are Meta Tags & Importance

Meta Title

Meta Description

Meta Keywords

URL Optimization

Content Optimization

Keywords / Keywords Density

Bold / Italic / Underline

Heading 1 To 6

Anchor Text

Page Load Time Optimization

Image Optimization

Favicon

12. Learn Off-Page SEO

What Are Backlinks & Its Importance
Precautions To Create Backlinks
Domain & Page Authority
Do Follow & No Follow
Keyword In Anchor Text
Where & How To Create Backlinks
Business Directory Sites
Social Book Marketing Sites
Video Submission Sites
PPT Submission Sites
Image Submission Sites
Blog Commenting
Guest Posting & Web 2.0

13. Learn Technical SEO

What is the importance of html and Xml Sitemaps?
What is importance of Robots.txt file? What
Is SSL & Importance?
What Is Schema & Importance
What Is AMP & Importance
404 Error fixations
301 / 302 Redirection
Canonical Tag

14. Learn Local SEO

Local SEO Introduction
Local SEO Ranking Factors
Google My Business Setup

15. Video Optimization & Rankings

Video Optimization Introduction
Video Ranking Factors
YouTube Studio Video Setup

16. Keyword Research & Tools

What Is Keyword & Keyword Research

Tools Used For Keyword Research
How To Use Keyword Planner
Types Of Keywords

17. Preface to Google Algorithms

What Is Google Algorithm & its impacts.
Panda, Penguin, Pegion, Sandbox etc.
Google Mobile-Friendly Update
Google RankBrain, Possum, Fred

18. Techniques of SEO

Techniques of SEO
White Hat SEO Techniques
BlackHat SEO Techniques
Grey Hat SEO Techniques

19. Content & Keywords

Writing SEO Friendly Content and on Focus Keyword Research LSI Keywords Highlight
Keywords Content Structures Type Of SEO Content

20. Backlinking, Visibility & Rankings

How To Find Websites To Create Links Creating Backlinks Practically For Website to increase
its visibility and improve rankings

21. Facebook Ads & Managing Facebook Page

Creating Facebook Account
Creating Business Page
Adding Business Logo & Cover Pictures
Overview Of Business Page

22. Running Insta Ads & Managing Page

Creating Instagram Business Account
Setup Business Account Setting
Overview Of Business Account
Instagram business tools

23. Working with Quora & find related Questions

How Create a Quora Account How To Find Related Questions How To Create Your Own Questions How To Write Answers and Promote Your Business

24. Manage Twitter & Trends

Creating Twitter Account
How Tweet and Limitation
How To Find Trending Topics & News

25. Social Media Automation

What Is Social Media Automation
Tools Used for Social Media Automation
Schedule Post & Connect Social Channels

26. Creating Calendar List

Creating a Social Media Calendar List
Understanding Target Audience
Storytelling by Copywriting, CTAs & AdCopy

