

# DIGITAL MARKETING COURSE WITH ELEGANT TRAINING CENTER



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## OVERVIEW

We are now living in a fast-paced technological era where Traditional Marketing is no longer sufficient to efficiently drive your brand growth and sales. Digital Marketing Course in Dubai is at the forefront of innovation and major growth and the demand for skilled digital professionals is on the rise nowadays. This Digital Marketing course in Dubai provides basic to advanced level Social Media Marketing Courses and their importance within the current media environment. Receive in-depth knowledge about the multiple digital channels such as social media, PPC, SEO, Google AdWords, and Google Analytics and how they can be used to effectively create an impactful digital marketing strategy.

## WHO SHOULD LEARN DIGITAL MARKETING COURSE?

- College Students
- Graduate people
- Housewife
- Job Seeker
- Freelancer
- Marketing People
- Salespeople
- Business Owner
- Someone Looking to switch careers to Digital Marketing

## COURSE CONTENT

### Social Media Marketing (SMM)

- Facebook Marketing
- Instagram Marketing
- LinkedIn Marketing
- Twitter Marketing
- Email Marketing
- YouTube Marketing
- TikTok Advertisement
- Snapchat Advertising

## THIS COURSE WILL HELP YOU THE INDUSTRY WHERE YOU CAN WORK OR ALREADY WORKING

If your business belongs to the below industry:-

- Education, Healthcare
- Real State and Property
- Retail, Technology,
- E-Commerce
- Entertainment and media
- Financial Services, Professional Services
- Restaurants, Travel
- Automotive, Gaming, Sport Etc.

### Search Engine Optimization (SEO)

- What is SEO?
- SEO for beginners
- Keywords research
- On-Page SEO
- Technical SEO
- OFF Page SEO
- Local SEO
- Website Security



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## Google Ads

- Google Ads
- Search ads
- YouTube Ads/ Video Ads
- Display Ads
- Remarketing in Google ads
- All about Google ads Settings

## Google Search Console

- What is Google Search Console?
- Why do we submit our website in GSC?
- What Kind of report GSC will provide us?
- Setup of GSC
- What are ways of setting up GSC?
- DNS Verification
- How to give access to users with limited access?
- What are Indexing reports in GSC?
- URL Inspection
- About Performance Report

## Google My Business

- Google My Business Basics and Overview
- Post and post-image creation
- Info – How to Update Products, Business Descriptions, etc.
- Insights – Measure with Business Analytics, Profile ranking keyword study
- Dealing with reviews and negative reviews
- Products, Product-Image, Images, Services
- Google My Business Page creation and writing description
- How to create a website on GMB
- Citation Audit
- How to run ads/local business ads
- Ranking factors and checklist

## Google Analytics

- What is google analytics?
- How does google analytics work?
- Connect Google Analytics with the website
- Installing code on the WordPress website
- Installing code on WordPress website using Google Tag Manager
- User and access to the user
- Type of report in Google Analytics
- Google Analytics – Metrics and Dimension
- Google Analytics- Attribution
- Types of Attribution modeling.



## Social Media Marketing (SMM)

### Facebook Marketing

- About Facebook
- Facebook Marketing Objective and its Concept
- Advanced Concept of Facebook Ads
- Advanced Audience and Targeting and its types
- Facebook Ad Copy and Creation tools
- Facebook pixels and Different types of setups
- Introduction to custom Audiences and their types
- Introduction to Lookalike Audience and its type
- Introduction to catalog and its type
- Understanding A/B testing and CBO on Facebook Ads
- Running all Facebook ad campaigns

### LinkedIn Marketing

- How to create a company page on LinkedIn
- LinkedIn groups
- LinkedIn Business Page
- LinkedIn settings
- How to use LinkedIn for as job search
- How to use LinkedIn as a job Hiring
- How to generate leads from LinkedIn
- How to run ads on LinkedIn
- LinkedIn premium Feature

### Instagram Marketing

- Instagram profile creation
- Instagram profile customization
- Instagram ads and strategy
- Instagram business account setting
- How to use create and use Reels on Instagram
- Tools in Instagram
- Importance of hashtag
- How run ads and targeting
- How to post stories and create highlights
- About creator studio

### Twitter Marketing

- Introduction to Twitter
- Working of the twitter algorithm
- How to use twitter for business
- Twitter advertising
- Billing and account setup
- Types of twitter ads
- Followers Targets
- Retweet
- Hashtag



## Email Marketing

- What is Email marketing
- How to setup email marketing with applications
- How to create newsletters
- How to do email marketing
- Top tools for email marketing
- Strategy for Email
- How to create an email campaign
- How to analyze the successful campaign
- Contact importing

## Snapchat Advertising

- Build Snap Ad campaigns for your business
- Build custom and lookalike audiences inside Snapchat
- Build Snap Ad stories using the Snap publisher tool
- Learn how to get started with Snapchat even never Snapchat in
- The power of Snapchat to build a massive following
- Learn why now is the time to use Snapchat to build your brand
- Learn the little-known method for building Snapchat fans
- Stories
- Learn the easy way to get followers, traffic, and sales
- Power of contests
- Promotions

## TikTok Advertisement

- Create a TikTok Paid Ads Account
- Understanding the TikTok Ad Campaign
- Set Your TikTok Ad Placements, Details, and Targeting
- Control Your TikTok Ad Spend, Duration, and Goals
- Set a Budget and Schedule
- Choose a Pacing Option
- Select Your Optimization Goal
- Turn Smart Optimization On or Off
- Design Your Ad Using TikTok's Video Creation Kit

## YouTube Marketing

- Creating YouTube channel
- All settings and creation
- Creating playlists and managing
- Description and editing
- Video Settings
- How to promote and advertise on YouTube



## Search Engine Optimization (SEO)

### About SEO

- What is SEO?
- How search engine works
- On-Page SEO - Introduction
- Off-Page SEO - Introduction
- Technical SEO – Basic Information
- Keywords research – Basic Information
- Content Marketing – Basic Information
- About Dwell time and importance for SEO

### Keywords research



- What are Keywords?
- Types of Keywords
- What is keyword research?
- Importance for keywords research in SEO
- Types of long tail keywords
- Importance for long tail keywords
- What are Semantic keywords?
- Strategies to boost the Semantic SEO
- How to find LSI (Latent Semantic Indexing) keywords
- How to find keywords IDEAS?
- How to perform keyword research Step by step?
- Keyword difficulty
- Keyword Research Checklist
- Keywords density and role
- Free and paid tools for keyword research
- Best paid tools use and how

### On-Page SEO

- What is On-Page SEO?
- Title Optimization
- Meta Description Optimization
- Header Optimization (H1 to H6)
- URL Optimization
- Image Optimization
- Content Optimization
- Page, Post, Category, and Tags
- Posting content on the website
- SEO for your posts
- SEO for Homepage
- Internal Linking
- On-Page SEO Optimization Sheet
- On-Page SEO Checklist
- Keyword Optimization
- Importance roles for 1st Page Ranking

### OFF-Page SEO

- What is Off-Page SEO?
- OFF Page SEO Sheet
- What is Link Building
- Link Building Strategies
- Image Submission
- Question & Answer Submission
- Blog Submission
- Classified Submission
- How to remove bad Backlinks from Google
- Off-Page SEO checklist
- What is link juice
- Search Engine Submission



## Technical SEO

- What is Technical SEO
- Google Search Console Integration
- Crawling and Indexing
- Preferred Domain
- Robots.TXT
- Sitemap Optimization
- Schema Markup & SEO
- Breadcrumbs
- Technical SEO checklist
- About Website Security

## Local SEO

- What is Local SEO?
- How to optimize your website for local SEO?
- Google My Business Optimization
- Local SEO Checklist

## Google Ads

### Google Ads

- What are google ads
- Types of google ads
- Creating your google ads account
- Google ads account hierarchy
- How to the setup payment method
- What are ads copy and why it's important
- Quality score and related matrices
- Landing page quality



## Search ads

- About search campaign
- Network settings
- Location and targeting
- Setting and language and budget
- Google default bid strategy
- Explain all bidding strategy
- Manual PPC
- Campaign running date and end date
- Dynamic search ads
- Explain Extensions, call Extensions, Sitelinks, and callout
- Ad Extensions-structured snippet & app extensions
- Ad Extensions – Leads form
- Ad Extensions – Price
- Ad Extensions – Promotion
- Audience segment
- Ad group structure
- Ad group structure ideas and Examples
- Introduction to keywords
- Keywords match types

## Display Ads

- What are display ads
- Display campaign
- Features of display ads campaign
- Targeting options in display ads
- Understanding the viewable CPM and CPC Bidding
- Understanding the ad section in display ads
- How to run smart display campaign





## YouTube Ads/ Video Ads

- About Video Ads
- Video Campaign
- Types of video ads
- Linking Google ads account and YouTube channel
- Explain about Video Campaign
- Creating YouTube in-stream ads -1 &2
- Video Discovery ads
- Video Ads campaign creation in sequence
- Video Ads CPV in-stream placement targeting
- Remarketing – Showing Display ad to video ads viewers
- Outstream Video ad campaigns
- YT discovery ads keywords report and optimization
- Video matrices importance
- YouTube remarketing audience explained



## Remarketing in Google ads

- About remarketing
- Concept of linking google analytics and google ads with GTM
- How to link the website with GTM
- How to link google analytics with GTM and Google ads
- Conversion and goal in google ads
- How to setup conversion action on the website
- Creating an audience in google analytics
- How to create goals in Analytics and Importing to google ads
- Understanding Attribution Models

## All about Google ads Settings

- Tools and setting option – Script level and implementing them
- Tools and setting option – Upload level and implement them
- What is a shared budget in google ads and how to use it
- Understanding action Inside Google ads
- Using labels in google ads and their importance
- About automated rules, examples, and cases
- Concept of similar audience in google ads

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- Google Analytics- Attribution
- Types of Attribution modeling.

## How to earn money as a freelancer?

- How do I start working as a freelancer in Digital Marketing?
- Different ways of making money as a Freelancer through Digital Marketing?
- How to make money by setting up Social Media Accounts?
- How to earn money as an Affiliate?
- How to earn money by setting up a website?



## Career Opportunities After Completing Digital Marketing Course

- Digital Marketing Manager
- Advertising Manager
- Brand Manager
- Content Marketing Manager
- Account Manager
- Social Media Manager
- Paid Media Expert
- SEO Expert





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## WELCOME TO ELEGANT TRAINING CENTER

Elegant Professional and Management Development is a leading training center in Dubai, U.A.E. We specialize in affordable, effective, and qualitative face-to-face training in a variety of courses to meet the needs of today's corporate life. We have in-house, corporate, and outbound training clientele throughout GCC. We believe in providing quality training at the most reduced price. Training programs are precisely developed and implemented in the most interactive way.



## WHY JOIN ELEGANT TRAINING CENTER

Elegant Professional and Management Development is a leading training center in Dubai, U.A.E. We specialize in affordable and effective face-to-face training in a variety of courses to meet the needs of today's business.

- One-to-One Training and planning suiting to individual convenience
- Course materials
- Demo lectures
- Online Live Classes
- Training in a small batch for personalized attention
- Case studies with simulations
- Interaction and group discussions
- Well-designed teaching system
- Very near to Metro Station
- Training by Qualified professionals and Subject Matter Experts
- Flexible class timings

## OUR OTHER RELEVANT COURSES THAT MAY BE OF INTEREST TO YOU

- Graphic Designing Course
- Video Editing Course
- Web Designing Course
- WordPress Training
- Business English Training Course



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**Register for  
upcoming batch**



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