

RECON COMPUTER ACADEMY

Digital Marketing Course

DURATION 2 MONTHS



OVERVIEW

This comprehensive digital marketing course provides a thorough exploration of key online marketing strategies, including SEO, social media, email marketing, and analytics. Participants gain practical skills to effectively navigate the dynamic digital landscape and drive successful campaigns in today's competitive business environment.

Pre-Requisites

No specific prerequisites are required for this digital marketing course. Basic computer literacy and a fundamental understanding of online communication are beneficial but not mandatory.



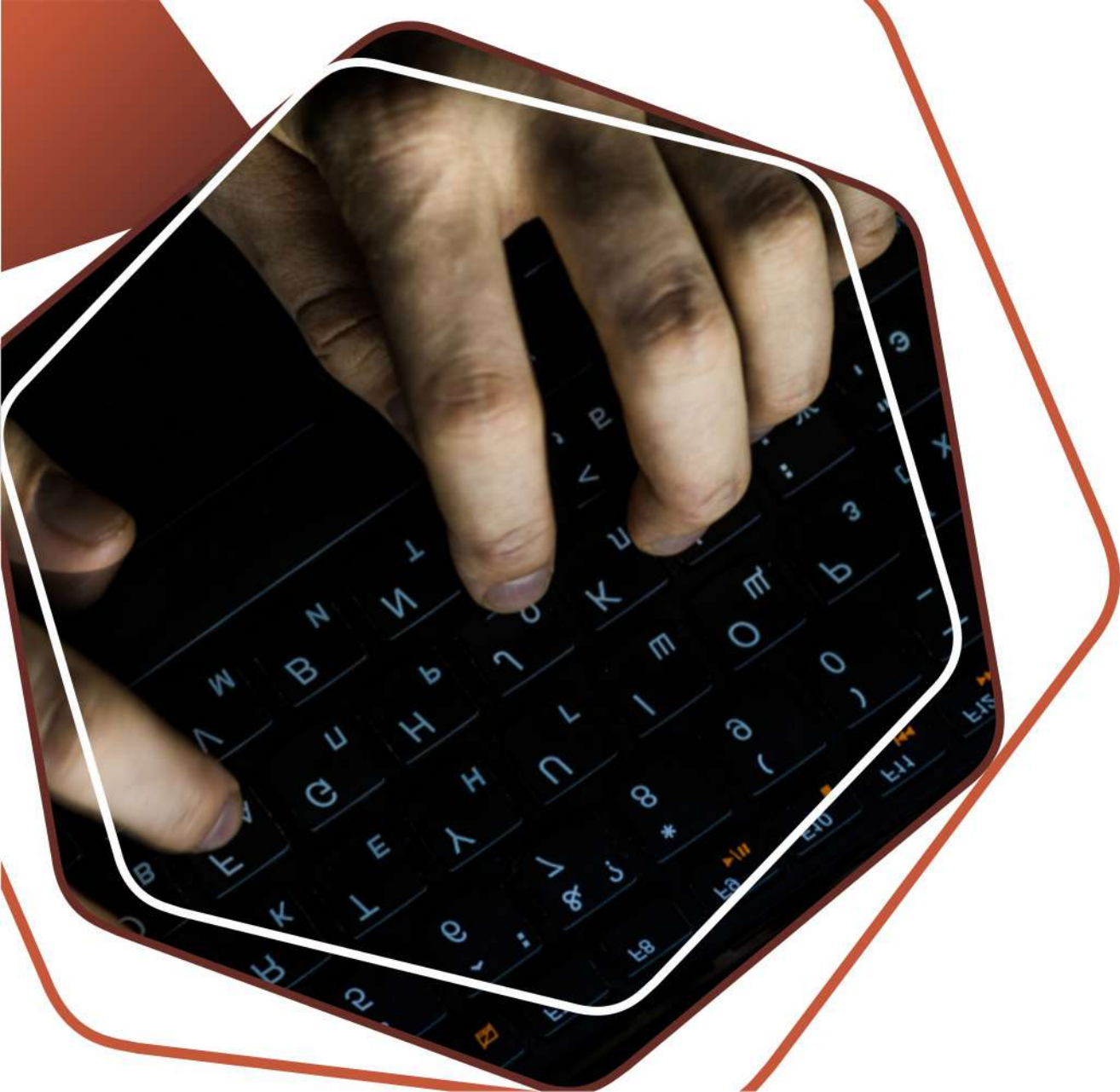
Who We Are?

Recon Computer Academy is a cutting-edge technology education company dedicated to empowering individuals with the skills and knowledge necessary to thrive in the digital age. As a forward-thinking institution, we specialize in providing comprehensive courses and training programs that cover a broad spectrum of IT disciplines, including programming, cybersecurity, data science, and network administration. Our mission is to bridge the gap between ambition and expertise, offering a dynamic learning environment where students can acquire hands-on experience and industry-relevant skills from seasoned professionals.

Why Choose us?

At Recon Computer Academy, we understand the ever-evolving nature of technology, and our curriculum is designed to stay ahead of the curve. Whether you are a beginner looking to embark on a tech career or a professional seeking to enhance your skill set, our team of experienced instructors is committed to fostering a supportive and collaborative learning community. With a focus on practical, real-world applications, we aim to equip our students with the tools they need to excel in the fast-paced and competitive landscape of the tech industry.





COURSE SYLLABUS

Chat GTP Prompt Writing

01. Introduction
02. Introduction to Adobe Photoshop
03. SEO (Search Engine Optimization)
04. On-page Optimization
05. Off-page Optimization
06. Introduction to Digital Marketing
07. Growth of Digital Marketing
08. Online Marketing Channels
09. Careers in Digital Marketing
10. Building & Designing Website
11. Understanding C-Panel
12. Installing WordPress
13. Customizing theme
14. Building Page & Post
15. Customizing Menu
16. Keyword Planning and research
17. Ranking factors
18. Algorithm Updates
19. Meta Search Engine
20. Google Search Console
21. Technical Optimization
22. Local SEO
23. Tracking and Analysing Success
24. Tools for SEO
25. HTML Website SEO

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