

ARORA TECHNOLOGIES

Complete IT Solutions & Training

JOB
PLACEMENTS

BUSINESS
SUPPORT

LIVE
PROJECTS

PAID
INTERNSHIP

DIGITAL MARKETING
WEB DESIGNING
GRAPHIC DESIGNING

www.aroratechnologies.in

Certified Digital Marketing Course

Duration : 3 Months

OVERVIEW OF DIGITAL MARKETING

- What is marketing & Digital Marketing?
- Understanding Marketing & Digital Marketing Process?

PPC ADVERTISING (GOOGLE ADWORDS)

- Understanding Inorganic Search Results
- Introduction to Google AdWords & PPC advertising
- Setting up Google AdWords account
- Understanding Adwords account structure
- Key Terms in Adwords:PPC, Bidding, AdRank, etc.
- Types of Advertising campaigns:Search, Display, Video, etc.

GOOGLE ANALYTICS

- Introduction to Google Analytics
- Setting up analytics account
- Adding analytics code in website
- What are different types of goals
- Integrating AdWords and Analytics account

MOBILE WEB MARKETING

- Understanding Mobile Devices
- Fundamentals of Mobile Marketing
- Advertising on mobile (App & Web)

ADSENSE & BLOGGING

- What is Adsense
- How to get approved for Adsense
- What is Blogging
- How to Blog
- Wordpress Themes and Plugins

AFFILIATE MARKETING

- Introduction to affiliate Marketing
- Working of affiliate Marketing
- Tips and Tricks to maximise revenue

WEBSITE CREATION

- Brief about Websites, Domain, Web Hosting, etc.
- Planning of a website in HTML & wordpress

SEARCH ENGINE OPTIMIZATION

- What is SEO?
- What are Search engines and their functions?
- Understanding traffic, keywords etc.
- On Page Optimization & Off Page Optimization

SOCIAL MEDIA OPTIMISATION (SMO) & SOCIAL MEDIA MARKETING (SMM)

- Brief about Social Media
- Importance of social media in Digital Marketing
- Difference between SMM and SMO
- Making strategies for Social Media
- Impact of social media on SEO
- Facebook, Linkedin, Twitter, Instagram Marketing, etc

ECOMMERCE MARKETING

- What is Ecommerce
- Top Ecommerce Website around the World
- Ecommerce Scenario in India

GOOGLE ADWORD CERTIFICATION

- Adwords Fundamental
- Search Advertising
- Display Advertising
- Video Advertising
- Shopping Advertising
- Mobile Advertising

Work on Live Project

Certified Web Designing Course

Duration : 3 Months

MODULE 1: ADOBE PHOTOSHOP

- Introduction and Overview of Photoshop
- Photo Retouching
- Working with Layers
- Image Creation in Photoshop
- Working Adjustment Layers
- Creating Special Effect

MODULE 3: HTML4.01, HTML5

- Introduction to HTML4.01, HTML5
- Develop Website using HTML, HTML5
- Links with HTML, HTML5
- Meta Tags, Inserting Images
- Working with Forms
- HTML Structure Tags - Tables, Div, Frames
- Creating Responsive Website in Html5

MODULE 5: WEB HOSTING

- Introduction to Web Hosting
- Types of Hosting Packages
- Defining Name Servers
- Using Control Panel(Cpanel)
- Creating Emails in Cpanel
- Uploading Website Using FTP Client

Work on Live Project

MODULE 2: ADOBE DREAMWEAVER

- Introduction to Adobe Dreamweaver
- How to create the website
- Using tables, div and forms
- Client and Server Scripting Languages
- Creating CSS
- How to Create Responsive Website

MODULE 4: CSS2, CSS3

- Introduction to Cascading Style Sheets
- Types of Style Sheets
- CSS for Website Layout
- CSS properties, Latest CSS Techniques
- Develop website using CSS
- New CSS3 Properties
- CSS Rounded Corners

MODULE 6: WORDPRESS

- Introduction to WordPress
- Software Installation & Theme Integration
- Adding pages and posts
- Menu, Header & Footer creations
- Manage Widgets, Plug-in
- Introduction to Visual Composer/WP Bakery Page Builder

Certified Graphic Designing Course

Duration : 3 Months

SOFTWARES COVERED:

- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Corel Draw

Work on Live Project

The logo for Arora Technologies features the word 'ARORA' in a bold, dark blue, sans-serif font, positioned above the word 'TECHNOLOGIES' in a bold, red, sans-serif font. To the right of the text is a large, stylized red Wi-Fi symbol consisting of three curved lines of increasing size. Below the main text, the tagline 'Complete IT Solutions & Training' is written in a smaller, black, sans-serif font.

ARORA TECHNOLOGIES

Complete IT Solutions & Training

Corporate Office: J-6/84, Rajouri Garden, New Delhi

Phone: (+91) 9289335409

Email: sales@aroratechnologies.in

Website: www.aroratechnologies.in

www.aroratechnologies.in