CEARSLEG

Google Partner

SHAPE YOUR DIGITAL FUTURE

ONLINE CLASS

ADVANCED DIPLOMA IN

DIGITAL MARKETING AND DATA ANALYTICS

- TRAINING + INTERNSHIP ON REAL TIME PROJECTS
- LIVE PRACTICAL CLASSES
- 20+ MODULES & TOOLS

3 MONTHS

100% PLACEMENT ASSISTANCE

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WELCOME TO OUR DIGITAL MARKETING TRAINING & INTERNSHIP PROGRAM!

We are thrilled to have you joining us on this exciting journey into the world of digital marketing. This program is designed to give you the skills, knowledge, and practical experience you need to excel in the dynamic world of digital marketing.

PERFECT FOR MARKETERS, ENTREPRENEURS, STUDENTS, AND MORE!

www.cearsleg.com

CEARSLEG

WHO WE'RE

Cearsleg Technologies is a leading digital marketing agency and training institute based in Kerala with over 10 years of experience and expertise in digital marketing. We are proud to be recognized as one of the top Google partners in India.

WHY CEARSLEG TECHNOLOGIES?

- Google Partner
- Training + Internship
- On Real Time Projects
- 10+ Certificates
- 100% Job
- Personalized Training
- Industry Expert Trainers
- Job Oriented Practical Sessions
- Flexible Timing
- Monday to Friday Daily 1 hour Live class

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OVERVIEW

Cearsleg Technologies has launched its digital marketing training and internship program intending to build well-educated and trained SEO, SEM, and SMM analysts. We offer quality digital marketing training in Kerala. We provide a thorough curriculum that covers every aspect of online marketing and guarantees the finest SEO training in Kerala as well as hands-on experience in Google and social media advertisements.

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TRAINING METHODOLOGY

01 INTERACTIVE LECTURES

02 WORK IN REAL-TIME PROJECTS

03 PRACTICAL EXERCISES

04 CASE STUDIES

05 SEMINAR

06 ADVANCED TOOLS

07 CONTENT MAKING

08 INDUSTRY PROJECTS AND INTERNSHIPS

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SYLLABUS OVERVIEW

DIGITAL MARKETING INTRODUCTION

- OVERVIEW OF DIGITAL MARKETING
- TRADITIONAL MARKETING V/S DIGITAL MARKETING
- BENEFITS OF DIGITAL MARKETING
- TYPES OF DIGITAL MARKETING

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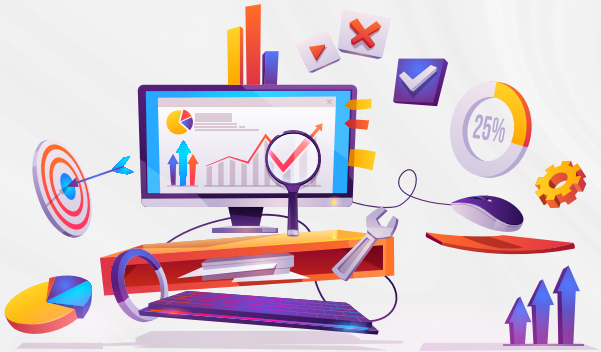
INTRODUCTION TO WEBSITES

- TYPES OF WEBSITES
- DOMAIN
- WEBSITE HOSTING PROCEDURES
- WEBSITE ARCHITECTURE
- BASICS OF HTML & CSS
- INTRODUCTION TO CPANEL

SEARCH ENGINE OPTIMISATION (SEO)

- INTRODUCTION TO SEO
- TYPES OF SEO
- WORKING OF SEARCH ENGINE
- SEARCH ENGINE RESULT ANALYSIS
- SEO ALGORITHMS



ON-PAGE SEO

- KEYWORD ANALYSIS
- ADVANCED KEYWORD RESEARCH
- FAVICON
- META TAGS OPTIMIZATION
- IMAGE OPTIMIZATION
- CONTENT OPTIMIZATION
- SITEMAP
- ROBOTS
- URL REDIRECTION/CANONICAL
- KNOWLEDGE GRAPH
- OPEN GRAPH
- TWITTER CARD
- STRUCTURED DATA (SCHEMA)
- VOICE SEARCH OPTIMIZATION

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OFF-PAGE SEO

- LOCAL SEO - GOOGLE MY BUSINESS
- WHAT ARE BACKLINKS
- HOW DOES BACKLINKS WORK
- DOMAIN AUTHORITY
- SPAM SCORE
- DO FOLLOW & NO FOLLOW BACKLINKS
- DIRECTORY SUBMISSION
- CLASSIFIED SUBMISSION
- QUORA BACKLINK STRATEGY
- SLIDESHARE SUBMISSION
- ARTICLE SUBMISSION
- LINKEDIN ARTICLE
- BLOGGING

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CONTENT MARKETING STRATEGY

- DIFFERENT BLOGGING PLATFORMS
- PROCESS OF CONTENT CREATION
- HOW TO WRITE BLOGS
- SEO IN CONTENT WRITING
- GOOGLE ADSENSE

WORDPRESS WEBSITES & SEO METHODS IMPLEMENTATION

- WORDPRESS INSTALLATION
- WORDPRESS WEBSITE CREATION
- YOAST SEO

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LEAD GENERATION MASTERY

- LEAD GENERATION-CALL TO ACTION BUTTON
- LANDING PAGE
- CHAT PLUGIN INTEGRATION
- CONTACT FORM CREATION
- THANK YOU PAGE CREATION

WEBSITE AUDITING BASED ON SEO

- ON PAGE SEO ANALYSIS
- OFF PAGE SEO ANALYSIS
- TECHNICAL SEO AUDIT
- CONTENT AUDIT

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WEB ANALYTICS

- GOOGLE SEARCH CONSOLE
- GOOGLE LOOKER STUDIO
- INTRODUCTION OF GOOGLE ANALYTICS
- INTEGRATION OF GOOGLE ANALYTICS
- INTRODUCTION OF GOOGLE TAG MANAGER
- INTEGRATION OF GOOGLE TAG MANAGER

E-MAIL MARKETING

- INTRODUCTION AND PRACTICAL IMPLEMENTATION OF E-MAIL MARKETING
- BENEFITS OF E-MAIL MARKETING
- TYPES OF E-MAIL MARKETING
- MAJOR E-MAIL MARKETING PLATFORMS

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SEARCH ENGINE MARKETING (SEM)

- INTRODUCTION OF GOOGLE ADS
- GOOGLE ADS ACCOUNT
- GOALS OF GOOGLE ADS CAMPAIGNS
- TYPES OF CAMPAIGNS IN GOOGLE ADS
- REMARKETING STRATEGIES AND CONVERSION TRACKING
- GOOGLE ADS KEYWORD PLANNER
- GOOGLE ADS TOOL

AFFILIATE MARKETING

- AFFILIATE PROGRAM/ AFFILIATE NETWORK
- HOW TO BECOME AN AFFILIATE MARKETER
- EXAMPLES OF VARIOUS STREAMS

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SOCIAL MEDIA MARKETING (SMM)

- SMO (SOCIAL MEDIA OPTIMISATION)
- SOCIAL MEDIA MARKETING CAMPAIGNS
- SOCIAL MEDIA CALENDAR
- SOCIAL MEDIA PROFILE INTEGRATION ON WEBSITES
- FACEBOOK PIXEL CREATION AND INTEGRATION
- CREATING AND TRACKING PAGE EVENTS USING FACEBOOK PIXEL
- ELECTION CAMPAIGNS & VOTER PERSONA/INFLUENCERS GENERATION THROUGH SOCIAL MEDIA

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AI IN DIGITAL MARKETING

- RELEVANCE OF AI IN DIGITAL MARKETING
- AI TOOLS

MACHINE LEARNING ALGORITHM

- CONTENT RECOMMENDATION ENGINE
- USER SEGMENTATION & DATA ANALYTICS
- K MEANS CLUSTERING
- HIERARCHICAL CLUSTERING

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GRAPHIC DESIGNING

- CANVA, VISTA CREATE, ADOBE EXPRESS
- IMAGE DESIGN
- SOCIAL MEDIA POSTER DESIGN
- LOGO DESIGN

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TOOLS

WORDPRESS

GOOGLE KEYWORD PLANNER

GOOGLE TRENDS

GOOGLE ANALYTICS

GOOGLE TAG MANAGER

SEMRUSH

AHREFS

MOZ

CANVA

SMALLSEO TOOLS

SEOBILITY

META ADS

FACEBOOK

X

LINKEDIN

YOUTUBE

PINTEREST

UBERSUGGEST

YOAST

HUBSPOT

GRAMMARLY

QUILLBOT

ZEROGPT

CHATGPT

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CERTIFICATIONS

- ADVANCED DIPLOMA IN DIGITAL MARKETING & DATA ANALYTICS
- INTERNSHIP EXPERIENCE CERTIFICATE
- FUNDAMENTALS OF DIGITAL MARKETING
- GOOGLE ADS
- GOOGLE ANALYTICS
- GOOGLE MY BUSINESS
- GOOGLE AD MANAGER
- YOUTUBE
- HUBSPOT
- SEMRUSH

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OPPORTUNITIES ARE UNLIMITED!

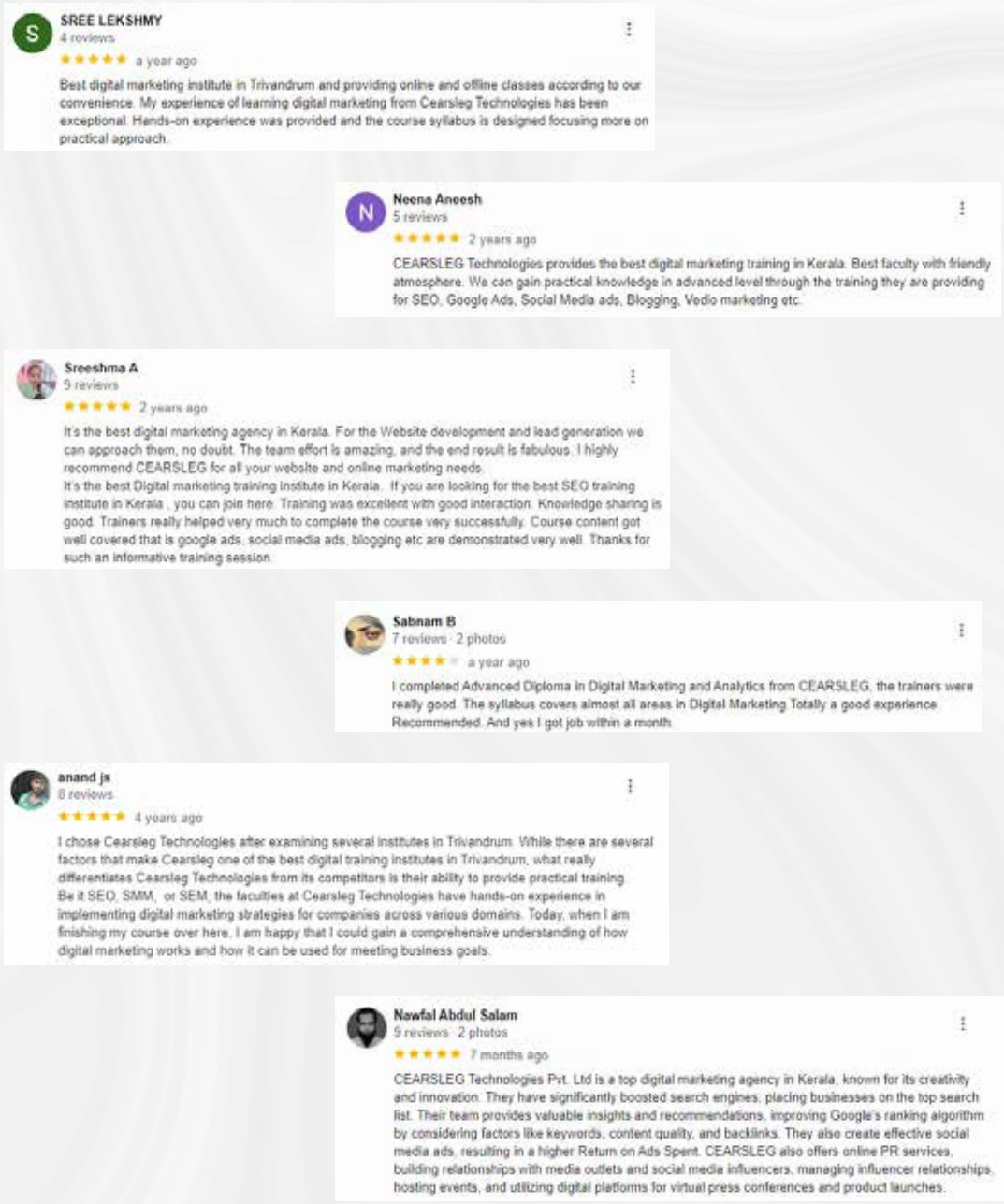
- DIGITAL MARKETING EXECUTIVE
- DIGITAL MARKETING ANALYST
- SEO ANALYST
- SOCIAL MEDIA MANAGER
- CONTENT MARKETER
- PPC SPECIALIST
- DIGITAL MARKETING TRAINER

TESTIMONIALS

Cearsleg Technologies Pvt Ltd

Tc 15, Parameswara Towers, 1948(3, Vazhuthacaud, Thiruvananthapuram, Kerala

4.8 ★★★★★ 109 reviews



SREE LEKSHMY
4 reviews
★★★★★ a year ago

Best digital marketing institute in Trivandrum and providing online and offline classes according to our convenience. My experience of learning digital marketing from Cearsleg Technologies has been exceptional. Hands-on experience was provided and the course syllabus is designed focusing more on practical approach.

Neena Aneesh
5 reviews
★★★★★ 2 years ago

CEARSLEG Technologies provides the best digital marketing training in Kerala. Best faculty with friendly atmosphere. We can gain practical knowledge in advanced level through the training they are providing for SEO, Google Ads, Social Media ads, Blogging, Vedio marketing etc.

Sreeshma A
5 reviews
★★★★★ 2 years ago

It's the best digital marketing agency in Kerala. For the Website development and lead generation we can approach them, no doubt. The team effort is amazing, and the end result is fabulous. I highly recommend CEARSLEG for all your website and online marketing needs.
It's the best Digital marketing training institute in Kerala. If you are looking for the best SEO training institute in Kerala , you can join here. Training was excellent with good interaction. Knowledge sharing is good. Trainers really helped very much to complete the course very successfully. Course content got well covered that is google ads, social media ads, blogging etc are demonstrated very well. Thanks for such an informative training session.

Sabnam B
7 reviews · 2 photos
★★★★☆ a year ago

I completed Advanced Diploma in Digital Marketing and Analytics from CEARSLEG, the trainers were really good. The syllabus covers almost all areas in Digital Marketing Totally a good experience Recommended. And yes I got job within a month

anand js
8 reviews
★★★★★ 4 years ago

I chose Cearsleg Technologies after examining several institutes in Trivandrum. While there are several factors that make Cearsleg one of the best digital training institutes in Trivandrum, what really differentiates Cearsleg Technologies from its competitors is their ability to provide practical training. Be it SEO, SMM, or SEM, the faculties at Cearsleg Technologies have hands-on experience in implementing digital marketing strategies for companies across various domains. Today, when I am finishing my course over here, I am happy that I could gain a comprehensive understanding of how digital marketing works and how it can be used for meeting business goals.

Nawfal Abdul Salam
9 reviews · 2 photos
★★★★★ 7 months ago

CEARSLEG Technologies Pvt. Ltd is a top digital marketing agency in Kerala, known for its creativity and innovation. They have significantly boosted search engines, placing businesses on the top search list. Their team provides valuable insights and recommendations, improving Google's ranking algorithm by considering factors like keywords, content quality, and backlinks. They also create effective social media ads, resulting in a higher Return on Ads Spent. CEARSLEG also offers online PR services, building relationships with media outlets and social media influencers, managing influencer relationships, hosting events, and utilizing digital platforms for virtual press conferences and product launches.

CLICK HERE TO VIEW MORE

www.cearsleg.com

CEARSLEG

THE TECHNOLOGY IMPROVES BUSINESS

CIN U72200KL2014PTC037695

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