



INDIA'S BEST LIVE ONLINE DIGITAL MARKETING COURSE



750+
HIRING
PARTNERS

100%
ASSURED
PLACEMENTS

500+
PLACED
STUDENTS

www.mytindia.in

MASTER YOUR TIME

The fastest-growing online academy built for the go-getters of the digital age. We specialize in teaching Digital Marketing and in-demand professional skills, designed with one goal in mind: to help you Master Your Time. In a world where most academies stretch digital marketing courses over 4 to 6 months, we believe in getting you JOB-READY in just 1 month—without cutting corners. Our intensive, focused curriculum is built to accelerate your learning while giving you practical skills that employers actually want.



Discovery & Inspiration : Discover a platform designed to transform ambitions into real opportunities. Explore our programs, see success stories, and get inspired to take the first step toward a digital career.



Enrollment & 1-Month Learning : Transform your ambition into opportunity with our 1-month digital marketing program. Gain hands-on skills, real project experience, and confidence to stand out in the industry.



Career Launch & Growth : Step out job-ready with industry-relevant expertise and a winning portfolio. Land opportunities faster, grow steadily, and kickstart a successful digital marketing career with lasting impact.

OPPORTUNITIES ARE **UNLIMITED**

DIGITAL MARKETING
EXECUTIVE

DIGITAL MARKETING
SPECIALIST

DIGITAL MARKETING
TEAM LEAD

DIGITAL MARKETING
MANAGER

S.E.O
SPECIALIST

S.E.O
ANALYST

SOCIAL MEDIA
MANAGER

P.P.C
SPECIALIST

E- COMMERCE
MANAGER

CONTENT
STRATEGIST



WINDOW OF OPPURTUNITIES

By now you've probably heard the hype - digital skills are in serious demand, and the digital skill gap is set to widen. The industry is booming, and brands are putting greater focus on digital marketing than ever before. Let's have a look into the opportunities this presents:

1 **CRACK GLOBAL CAREER**

3 **BECOME AN ENTREPRENEUR**

2 **WORK FROM HOME REMOTE**

4 **START FREELANCING**

5 **BECOME A DIGITAL NOMAD**

MODULE 1

SOCIAL MEDIA MARKETING

- Overview of Social Media Platforms
- Creating social Media strategy
- Facebook individual Account & Business Account Setup
- Marketing Creatives making tutorial using tools & websites
- Facebook page optimization & quick ads tutorial
- Instagram account setup
- Instagram hashtag tutorial & Instagram ads
- Creator studio handling
- Facebook Ads Manager tutorial
- Facebook ad Overview
- Understanding ad formats (carousel ads, stories ads, etc.)
- Budgeting, bidding, and ad placement strategies
- Lead generation campaign | Reach campaign | Traffic campaign | Call campaign | Messenger campaign creation and optimization
- Analytics and Reporting
- Reporting and adjusting strategy based on performance

MODULE 2

GOOGLE ADS

- What is Google Ads and how it works
- Google Ads objectives (Search, Display, Video, Shopping, App)
- Importance of PPC in digital marketing
- Understanding ad auctions and bidding
- Creating a Google Ads account
- Account → Campaign → Ad Group → Ads
- Keywords and targeting
- Ad extensions overview
- Importance of keywords in search campaigns
- Keyword research tools (Google Keyword Planner, SEMrush, Ubersuggest)
- Keyword match types: Broad, Phrase, Exact, Negative
- Building keyword lists and grouping
- Writing effective ad copies (headlines, descriptions, CTAs)
- Creating Search Campaign | Display Campaigns | Video Campaigns | Shopping Campaigns
- Demographics, interests, and affinity audiences
- Setting up conversions in Google Ads
- Tracking leads, calls, and form submissions
- Campaign performance optimization
- Understanding campaign reports

MODULE 3

SEARCH ENGINE OPTIMIZATION

- SEO Basics
- On Page Optimization
- Off Page Optimization
- Technical SEO
- Keyword research tools (Google Keyword Planner, SEMrush, Ahrefs, Ubersuggest)
- Competitor keyword analysis
- SEO content optimization
- Meta title integration
- Meta description integration
- Slug Integration
- Image optimization (alt tags, file size reduction)
- Internal linking strategy
- External linking strategy
- H1, H2, H3, H4 Tags
- Content optimization for SEO
- Avoiding keyword stuffing and duplication
- Optimizing blog posts, landing pages, and product pages
- Google analytics integration
- Google tag manager integration
- Google search console integration
- Google analytics integration & Traffic Analysis
- Robot.TXT Integration
- Sitemap Integration
- Prepare and present a final SEO report

TOOLS THAT YOU WILL MASTER

 **Meta**
Business Suite

 **elementor**

 **Google Ads**

 **Google AdSense**

 **Google**
Search Console

 **Google Analytics**

 **Google Tag Manager**

 **Google Ads**
KEYWORD PLANNER

 **Google Alerts**



 **Site Kit**

 **Google Trends**

 **Ads Manager**

 **WORDPRESS**

 **Ubersuggest**

 **ahrefs**

 **Linked in**

 **Woo COMMERCE**



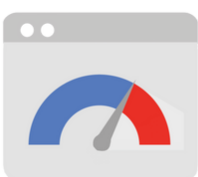
 **SEMRUSH**

 **HubSpot**

 **RankMath**

 **MOZ**

 **wpbakery**



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