BethelSoft
TECHNOLOGIES

LEARN
from the
LEADERS

ADVANCED
DIGITAL MARKETING | **WEB-GRAPHIC**
DESIGNING | **WEBSITE**
DEVELOPMENT

🌐 www.bethelsoft.in   📞 +91 80890 41094

Who can LEARN?

- Students
- Entrepreneurs
- Professionals
- Freelancers

Courses PROVIDED

- Advanced Digital Marketing
- Web-Graphic Designing
- Website Development

Getting STARTED

1. DIGITAL MARKETING

- Hosting
- SSL
- Domain
- Websites
- Site optimization
- Wordpress designs
- Structuring of websites

SEARCH ENGINE OPTIMIZATION (SEO)

- Introduction to SEO
- Types of SEO
- Competition Analysis
- Keywords
- Site Analysis
- On-Page SEO
- Technical SEO
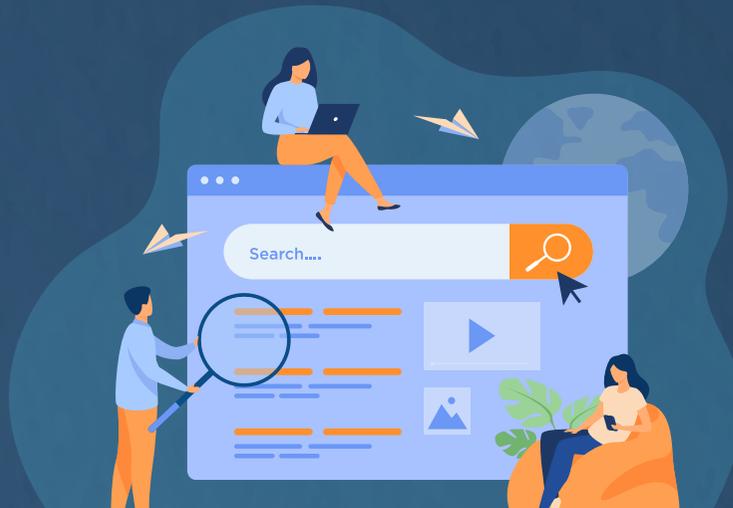- Off Page SEO
- Google Ranking
- SEO Tools
- Google Algorithms

SEARCH ENGINE MARKETING (SEM)

- What is PPC?
- Google Adwords
- Type of Ads
- Ad formats
- Ad-Extensions
- Google Adsense
- Ads conversions
- keyword types
- Microsoft Advertising

SOCIAL MEDIA MARKETING

- Introduction to social media marketing
- Different social media platforms
- Scope of social media marketing
- Social media marketing strategies
- Influencer marketing
- Instagram
- Facebook marketing
- Youtube
- pinterest
- Twitter
- LinkedIn

2. WEB-GRAPHICS DESIGN

- **Photoshop**
- **Illustrator**
- **CorelDraw**
- **Canva-Pro**
- **Filmora**
- **Live Projects**

ADD ON OFFER: WORDPRESS Ⓦ

3. WEBSITE DEVELOPMENT

- **HTML**
- **CSS**
- **Java Script**
- **PHP + MSQl**
- **Laravel**
- **Live Projects**

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