

# The Classes

## Digital Marketing (DM)

### Search Engine Optimization

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On Page Optimization

Off Page Optimization

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### Social Media Optimization

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Facebook  
Linkedin

Pinterest  
Twitter

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### Pay Per Click

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Google Adwords  
Microsoft adCenter

Facebook Ads  
LinkedIn Ads

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### Marketing

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Online Web Presence  
E-mail Marketing  
BlogSpot & WordPress Blogging  
Google AdSense  
Google Analytics

Affiliate Marketing  
Banner Advertising  
Video Marketing  
Mobile Marketing  
Online PR & News

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**Course Name** – Digital Marketing (DM)

**Course Duration** - 22 to 24 Classes (5 to 6 Months)