

ADVANCED SEO CERTIFICATION

Optimize Your Future, Build Your
Career in SEO

Rule the Search Results: Become
an SEO Expert with **DigiAM**...

We Build Quality & Trust

Ministry of Corporate Affairs &
An ISO Certified Organization

For More Information:

 www.digiam.in





Welcome

DigiAM is India's trusted digital marketing & IT training company, and DigiAM works in 3 domains: training, development & placement. DigiAM offers certifications in various fields, including Digital Marketing, e-Commerce Marketing, Python, Video Editing, Data Analytics, Data Science, Graphic Designing, Web Designing, Web Development and etc. DigiAM delivers training to students, Job Seekers, business professionals, and entrepreneurs.

DigiAM has 5 offices in India, and we have trained more than 2978+ trainees. Our program course is specially developed by a group of more than 50+ experts coming from the area of Digital Marketing and the IT sector. And our mission provides quality training, and we build quality & trust.

DigiAM is powered by DigiAM India Pvt. Ltd., established in early 2016, and delivers certified digital marketing & IT training in India.

Who We Are?

DigiAM is a venture of DigiAM India Pvt. Ltd. We provide Digital Marketing & IT Training to Students, Corporats, Professionals, Entrepreneurs and Job Seekers...

Our Mission

Our mission is to provide quality education with 100% practical training at an affordable fee.

We work with IT industry experts to design and develop standards that define the IT skills and capabilities required of today's professionals. Our certifications deliver the best current practice, theory, practical work with projects and applied skills in IT, and are recognized and respected across all industry sectors.

Gaining a certification from DigiAM will ensure you have the essential skills and knowledge needed to excel as an IT professional. Through a series of comprehensive, structured, you will know how to integrate key IT tactics and practices into your development and measure the success of your IT growth.





India's Most Certified SEO Program
Delivered by **DigiAM**

2978+

**TRAINEES SUCCESS
STORIES**



Module 1

Introduction to SEO

- What is SEO?
- How search engines work (Google, Bing, etc.)
- SERPs (Search Engine Results Pages) explained
- Importance of SEO in digital marketing
- White hat vs black hat SEO

Module 2

Keyword Research

- What is keyword research and why it matters
- Types of keywords (short-tail, long-tail, LSI)
- Tools for keyword research (Google Keyword Planner, Ubersuggest, SEMrush, Ahrefs)
- Identifying user intent
- Competitor keyword analysis

Module 3

On-Page SEO

- Title tags and meta descriptions
- Header tags (H1, H2, etc.)
- URL structure and best practices
- Image optimization (alt tags, compression)
- Internal linking strategies
- SEO-friendly content creation

Module 4

Technical SEO

- Website architecture and crawlability
- XML sitemaps and robots.txt
- Page speed optimization (Core Web Vitals)
- Mobile-friendliness and responsive design
- Canonical tags and duplicate content
- HTTPS and website security

Module 5

Off-Page SEO

- Backlinks: what they are and why they matter
- Link building strategies (guest blogging, outreach, directories)
- Social signals and SEO
- Monitoring and analyzing backlinks
- Disavowing toxic links



Module 6

Local SEO

- Google Business Profile setup and optimization
- Local citations and NAP consistency
- Local keyword optimization
- Reviews and ratings impact
- Local link building

Module 7

Content Strategy & SEO

- Creating high-quality, SEO-optimized content
- Content calendars and planning
- Blog SEO and evergreen content
- Using AI tools (responsibly) for content ideation
- Optimizing existing content for SEO

Module 8

Analytics & SEO Tools

- Google Analytics basics
- Google Search Console setup and usage
- SEO auditing tools (Screaming Frog, Sitebulb)
- Rank tracking tools (SERPWatcher, Ahrefs, etc.)
- Setting up goals and KPIs for SEO

Module 9

E-Commerce & Technical SEO

- SEO for online stores (Shopify, WooCommerce, Magento)
- Product page optimization
- Schema markup and rich snippets
- Pagination and faceted navigation
- Duplicate content issues in e-commerce

Module 10

SEO Trends & Algorithm Updates

- Understanding Google algorithm updates (Panda, Penguin, Hummingbird, Core Updates)
- E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness)
- Voice search and mobile-first indexing
- AI and SEO (how GPT and AI impact search)



Module 11

SEO Case Studies & Final Project

- Real-world SEO campaign walkthroughs
- Website audit project
- Keyword research and on-page SEO project
- Presenting SEO reports to clients or stakeholders
- Building your SEO portfolio

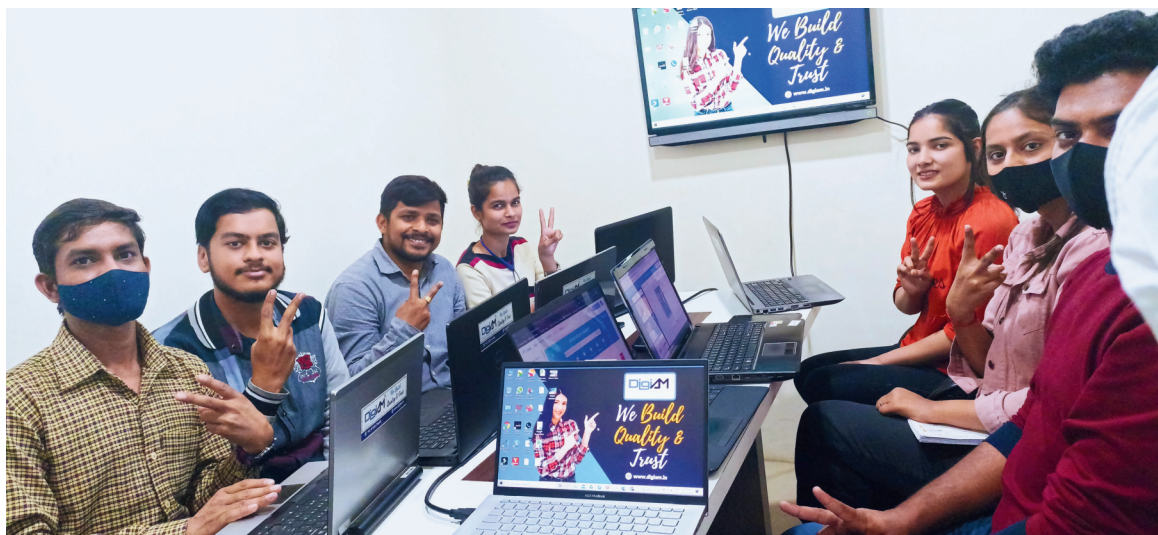
Module 12

Live Projects (Optional)

- SEO for YouTube & video content
- SEO for WordPress
- Freelancing in SEO (Upwork, Fiverr, clients)
- AI-powered SEO tools (Surfer SEO, NeuronWriter, etc.)



Our Achievements:



DigiAM Placement:



ANKITA SHARMA
(ELDECO GROUP)



CHITRA PANDEY
(BAJAJ FINSERV)



ANKIT DADHEECH
(VCOMMISSION)



SARFARAZ ALAM
(ROOTER)



SHERYA PODDAR
(VEHICAL CARE)



SUYASH SHARMA
(FREELANCER)



UTKARSHA DEVYANI
(FERNS N PETALS)



SHIDHARTH CHABRA
(BANK OF AMERICA)



AMAN DAGUR
(CREATION BIOTECH)



SHIVANI DEVAL
(THRIVING TECHNOLOGIES)



ARPIT SHUKLA
(SRMS)



JASVINDER SINGH
(SPORTS KEEDA)



YOGESH SARASWAT
(JK CEMENT)



ANUBHAV SAXENA
(PAVITRA MENTHA)



TRIBHUVAN BOHRA
(STAGE)



DEEPTI SHUKLA
(GUARDIAN LIFE)



ANKITA BHARDWAJ
(OK ACQUIRED)



DEEPIKA SHARMA
(LEGAL SALAH)



SHHADHAT HUSSAIN
(ACCENTURE)



SHAQIB MALIK
(E GLOBAL SOFT)



FAQ'S

- **In case I missed my session.**
You'll be able to cover your topics in upcoming batches or the next session at zero cost.
- **If I could not understand the topics.**
You can take an extra session or learn in upcoming batches.
- **Do you provide training material?**
Yes! We do provide training materials in soft copy through the application.
- **Do you offer customization of training?**
Yes, we do; we consider every single requirement of our trainees and then customize their training according to their needs.
- **Do you provide Courses & Training?**
Yes! We provide both Courses & Training, so you can join both modes of the program according to your needs.
- **If you are a working professional.**
Our batch timings are flexible. So you need not be worried about that. You can join us at your convenience.
- **What about placements?**
We provide 100% placement support.
- **How much salary can I expect?**
It depends on your training program and field. What you choose. But at a fresher level, you can get around 2.4 Lakh to 3.6 Lakh per annum.
- **Eligibility criteria for joining**
If you have a successful pass-out graduate & postgraduate with a technical degree in any discipline from a recognized college/university.

Boost Your Career Growth & Master Skills to Become an Expert in...



Content Strategy &
Optimization



E-Commerce &
Technical SEO



Traffic Growth &
Engagement



Monetization &
Analytics Mastery



SEO

A group of four business professionals in an office setting are gathered around a tablet. A man in a dark suit and tie is pointing at the screen, which displays a user interface with a profile card and a search bar. A woman on the left is looking at the screen, and two other people are partially visible on the right. The background shows a modern office with glass partitions and other people working.

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