

YOUTUBE CERTIFICATION

Start your career in YouTube & grow
your brand with creative content!

Create Engaging Content: Redefine
Yourself 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 YouTube
Program Delivered by **DigiAM**

2978+

**TRAINEES SUCCESS
STORIES**



Module 1

Introduction to YouTube

- What is YouTube and how does it work?
- Understanding YouTube's ecosystem
- Types of YouTube content (vlogs, tutorials, gaming, reviews, shorts, etc.)
- Success stories and niche breakdown
- Setting realistic goals and expectations

Module 2

Setting Up Your Channel

- Creating a Google account & YouTube channel
- Channel branding: logo, banner, about section
- Customizing layout, links, and featured sections
- Understanding YouTube Studio dashboard

Module 3

Content Planning & Strategy

- Choosing your niche and target audience
- Creating a content calendar
- Researching content ideas (YouTube trends, Google Trends, Answer the Public)
- Scripting and storyboarding videos
- Finding your unique voice and value

Module 4

Video Production Basics

- Equipment needed (camera, mic, lighting)
- Setting up your recording space
- Basic filming tips: framing, lighting, audio
- Recording with phones, webcams, or DSLR
- Using screen recording tools (OBS Studio, ScreenFlow, etc.)

Module 5

Video Editing for YouTube

- Editing basics: cutting, transitions, text, music
- Recommended editing tools: CapCut, Filmora, Premiere Pro, Final Cut Pro, DaVinci Resolve
- Adding intros/outros and branding
- Using B-roll, effects, and royalty-free music
- Export settings for YouTube



Module 6

SEO & Metadata Optimization

- YouTube algorithm overview
- Keyword research for YouTube (TubeBuddy, VidIQ, etc.)
- Writing searchable titles and descriptions
- Effective tags, categories, and hashtags
- Thumbnails: design tips and tools (Canva, Photoshop)

Module 7

Uploading & Publishing Videos

- Uploading a video via YouTube Studio
- Setting privacy options (public, unlisted, private)
- Creating playlists and video chapters
- Scheduling videos for publishing
- Adding end screens, cards, and links

Module 8

Growing Your Audience

- Understanding YouTube Analytics
- Watch time, retention, CTR, and impressions explained
- Increasing engagement (likes, comments, shares)
- Collaboration with other YouTubers
- Using Shorts, Community posts, and YouTube Stories

Module 9

Monetization Strategies

- YouTube Partner Program eligibility
- Setting up AdSense
- Types of ads and estimated revenue
- Other income streams: sponsorships, affiliate marketing, merchandise, Super Chat, memberships
- Building a media kit for brands

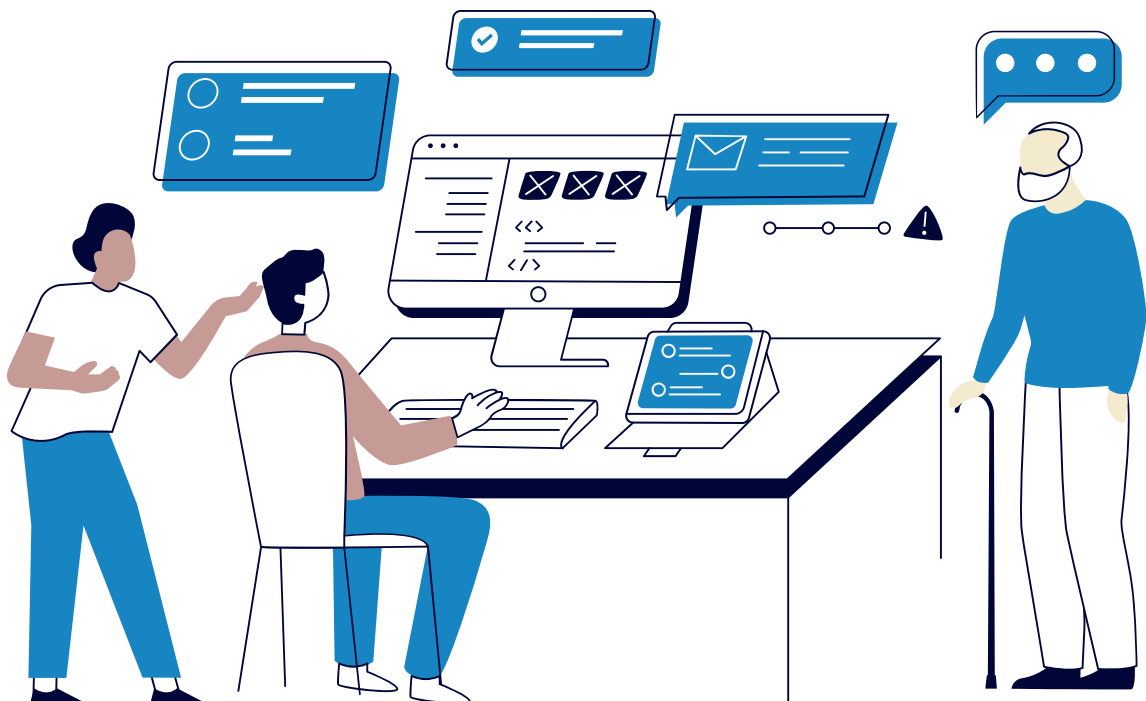
Module 10

YouTube Shorts & Mobile Content

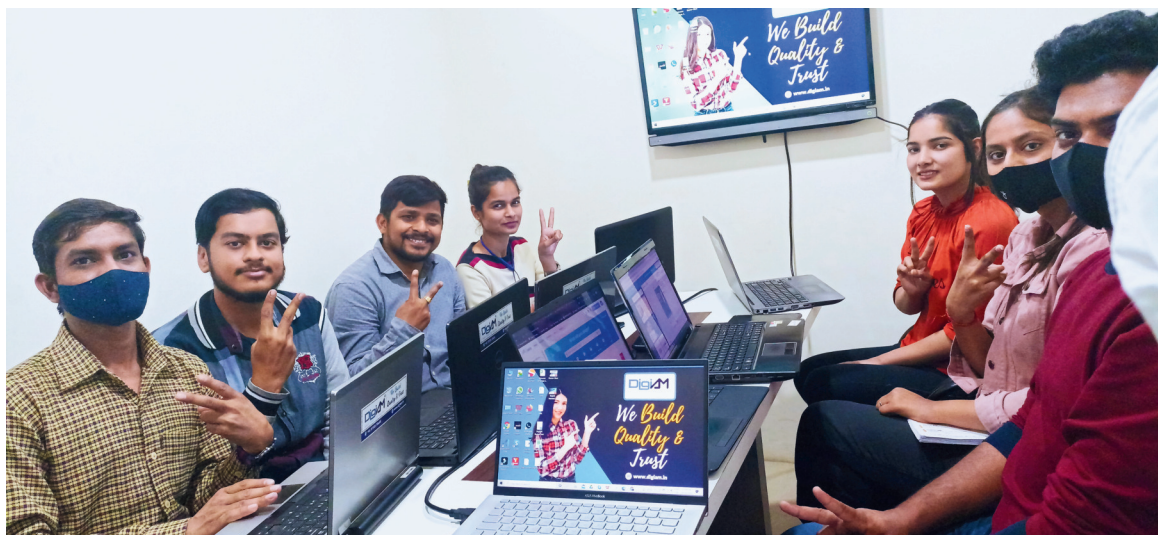
- Creating viral Shorts content
- Editing Shorts on mobile apps
- Hashtag strategy for Shorts
- Monetizing Shorts via the YouTube Shorts Fund

Legal & Ethical Guidelines

- Copyright & fair use policies
- Music, images, and third-party content rules
- Community guidelines and strikes
- IFTC compliance for sponsorships
- Final Project & Channel Launch
- Plan, script, and upload a complete video
- Optimize metadata and thumbnail
- Promote it on social media or communities
- Analyze performance after 1 week
- Get peer or mentor feedback



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...



Channel Setup &
Optimization



Content Creation &
Video Editing



Audience Growth &
Engagement



Monetization &
Analytics Mastery



LIKE



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