

Get Certified with

Search Engine Optimization Course

- 3 months Comprehensive Classes
- 100% Job Placement 2 hrs./day
- Study In-Class/ Study Online

Why Choose

OFFSHORE ACADEMICS?

Offshore Academics Provides a Unique SEO Training for All Students, Professionals, Homemakers, and Dreamers, Empowering Career Transformations and Success in the Digital Marketing Realm.

We are here to help you to

turn
your
dreams
into reality!



THINK DIGITALLY

Why Invest in Courses That May Not Offer Significant Value?

It's Time to Embrace the Idea that Mistakes Can Be Greatest Teachers! This Is a Fundamental Principle of Marketing", Isn't It?

At Offshore Academics, We Adopt a Unique Perspective. We're More Than Just an Educational Institution We're a Supportive Community, with Trusted Reputation, and always be a Reliable Friend Always Ready to Assist You.



Community Connection



Real-World Learning



Practical Insights



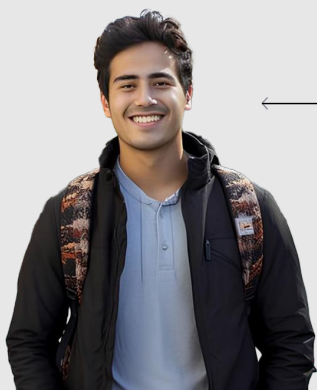
Friend in Need

Who should take this

COURSE AND WHY?

Students

Those Seeking to Acquire Practical Skills & Gain a Competitive Advantage in the Job Market.



Influencers

Those Seeking To Pursue a Flexible Career in Digital Marketing While Balancing Household Responsibilities.

Entrepreneur

Those Seeking their Knowledge and Skills to Effectively Promote Their Businesses on Online platform, helps to Reach a Wider Audience, to Increase Brand Visibility, For Business Growth.



Digital Marketers

Who Aim to Improve Their Skills and Stay Updated with the Latest Industry Trends.

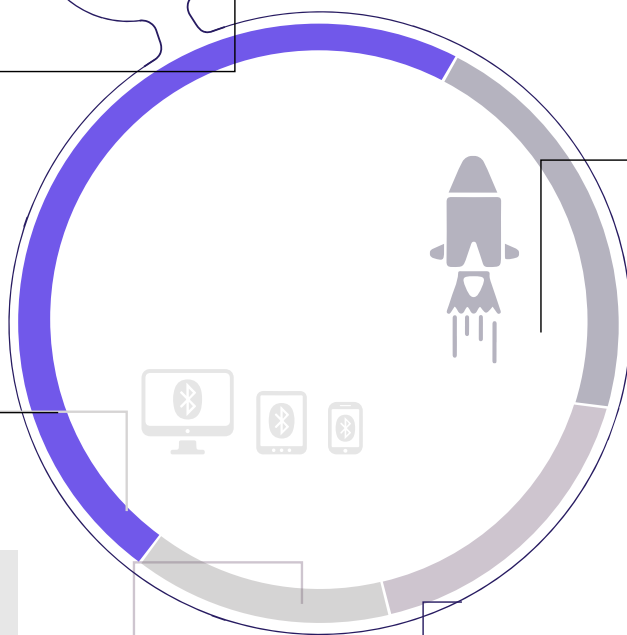


Content Writers

Who Wants to Strive to Hone Their Writing Skills to Create Effective Digital Content for Marketing Purposes.

Managers & MBA Graduates

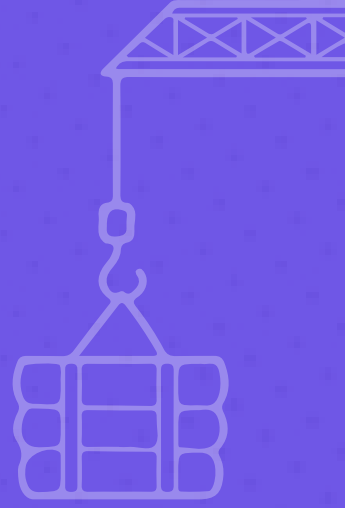
Those Are Interested to Enhance Their Skills and Knowledge helps Effectively to Navigate and Leverage Digital Platforms for Business Growth and Success.



COURSE HIGHLIGHTS

3.5 Worth
Lacs Tools
Free

25+
Certifications



185+

Case Studies &
Live Projects



73+
Modules



6 months

Internship Program
Available

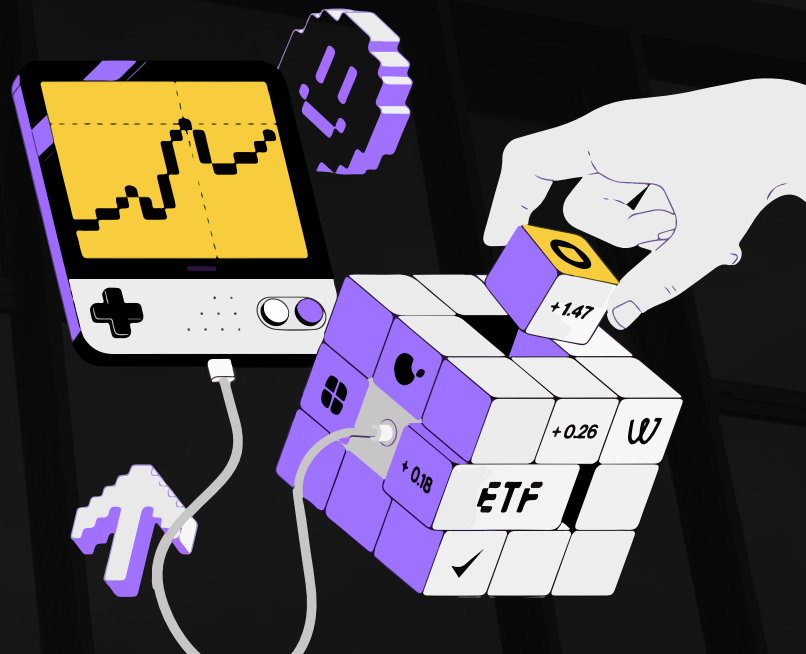


30+ 
Certifications

(Google Ads, Bing
Ads, Facebook
Ads, etc.)

Foundation Modules

- The Foundational Course in Digital Marketing Is Crafted to Empower Individuals with Vital Skills and Knowledge for Success in Online Marketing.
- This Comprehensive Program Comprises Three Foundation Courses, Each Emphasizing Crucial Aspects Necessary for Establishing a Solid Base in Digital Marketing.
- Designed to Navigate the Dynamic Landscape of Online Marketing, This Course Equips Learners with Essential Tools and Insights to Excel in the Field.



Foundation Modules



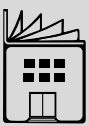
Getting Started with Course

Understand the course structure, meet the team, and receive guidance for smooth course completion.



Gain Analytical Skills for Marketing Success

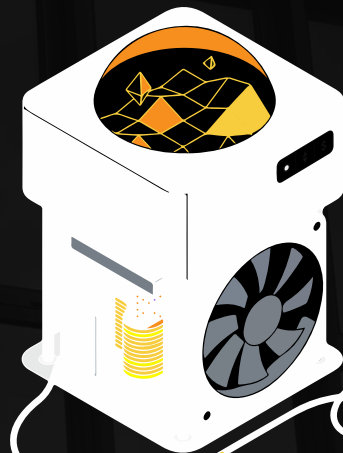
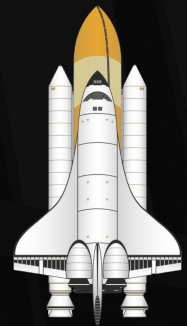
Decipher Data Trends, Craft Resonant Strategies, and Drive Impactful Campaigns by Mastering the Art of Decoding Consumer Behavior for Targeted Outreach and Compelling Engagement.



Fundamentals of Marketing

Essential principles and strategies for effectively promoting products and services to target audiences, forming the cornerstone of successful business growth.

Core Modules



Search Engine Optimization (SEO)

The Advanced Search Engine Optimization (SEO) Mastery course is designed to empower digital marketers with the latest strategies and techniques to enhance website visibility, drive organic traffic, and achieve higher search engine rankings.

1. INTRODUCTION TO SEO

- Overview of Search Engine Optimization
- Evolution of Search Engines
- Importance of SEO in Digital Marketing

2. FUNDAMENTALS OF SEARCH ENGINES

- How Search Engines Work
- Crawling, Indexing, and Ranking
- Google Algorithms: Panda, Penguin, and Hummingbird

3. KEYWORD RESEARCH

- Importance of Keywords in SEO
- Tools for Keyword Research (e.g., Google Keyword Planner, SEMrush, UberSuggest)
- Long-Tail Keywords and Intent Analysis

4. ON-PAGE SEO

- Title Tags, Meta Descriptions, and Header Tags
- URL Structure and Internal Linking
- Image Optimization and Alt Text
- Page Speed Optimization

5. OFF-PAGE SEO

- Link Building Strategies and Best Practices
- Social Signals and SEO
- Canonical URL, Robot Texts and Backlink Outreach Campaigns

6. SEO ANALYTICS AND REPORTING

- Website Audit for a famous brand
- Big Brand Case study and presentation making
- Creating SEO Strategy for an ed-tech Website

Web Analytics and Google Analytics

Web analytics involves the collection, measurement, and analysis of website data to understand and optimize its performance.

Google Analytics is a popular web analytics tool provided by Google. It offers a comprehensive range of features for tracking website traffic, measuring advertising ROI and much more.

1. INTRODUCTION

- Understanding the Importance of Web Analytics
- Introduction to Google Analytics
- Creating a Google Analytics Account

2. SETTING UP GOOGLE ANALYTICS

- Installing Google Analytics Tracking Code
- Setting Up Goals and Conversions
- Configuring E-commerce Tracking

3. UNDERSTANDING BASIC METRICS

- Exploring Key Metrics and Dimensions
- Analyzing Audience Reports
- Interpreting Acquisition Reports
- Evaluating Behavior Reports

4. REPORTING AND CUSTOMIZATION

- Customizing Dashboards and Reports
- Using Advanced Segments
- Creating Custom Reports
- Setting Up and Using Custom Dimensions and Metrics

5. CAMPAIGN TRACK & ATTRIBUTION

- Understanding UTM Parameters
- Analyzing Campaign Reports
- Analyzing Multi-Channel Funnels

6. ENHANCED E-COMMERCE

- Implementing Event Tracking
- Analyzing Events in Google Analytics
- Configuring Enhanced E-commerce Tracking
- Interpreting E-commerce Reports

Specialization Modules

The Specialization Modules in Digital Marketing offer an emerging trends and cutting-edge techniques, these modules provide participants with in-depth knowledge and practical skills necessary to excel in **today's competitive market.**



1

Quora Marketing

- Learn how to set up your account?
- Basics of research
- How to drive traffic from Quora?
- How to avoid common mistakes using Quora?
- How to create a Personal brand through Quora?
- Learn to Convert Ads through Quora?

2

Google Tag Manager

- Measure the success of the campaigns, traffic the sources website users in market to install a script.
- GTM solves without touching the website code.
- Web-based interface
- It's preview mode lets you test before going live.
- Version control to roll back to any previous setup.

3

Advance SEO

- Local SEO (Google My Business)
- Mobile App SEO
- Voice Search SEO
- Youtube SEO

4

Chat GPT [1 Module]

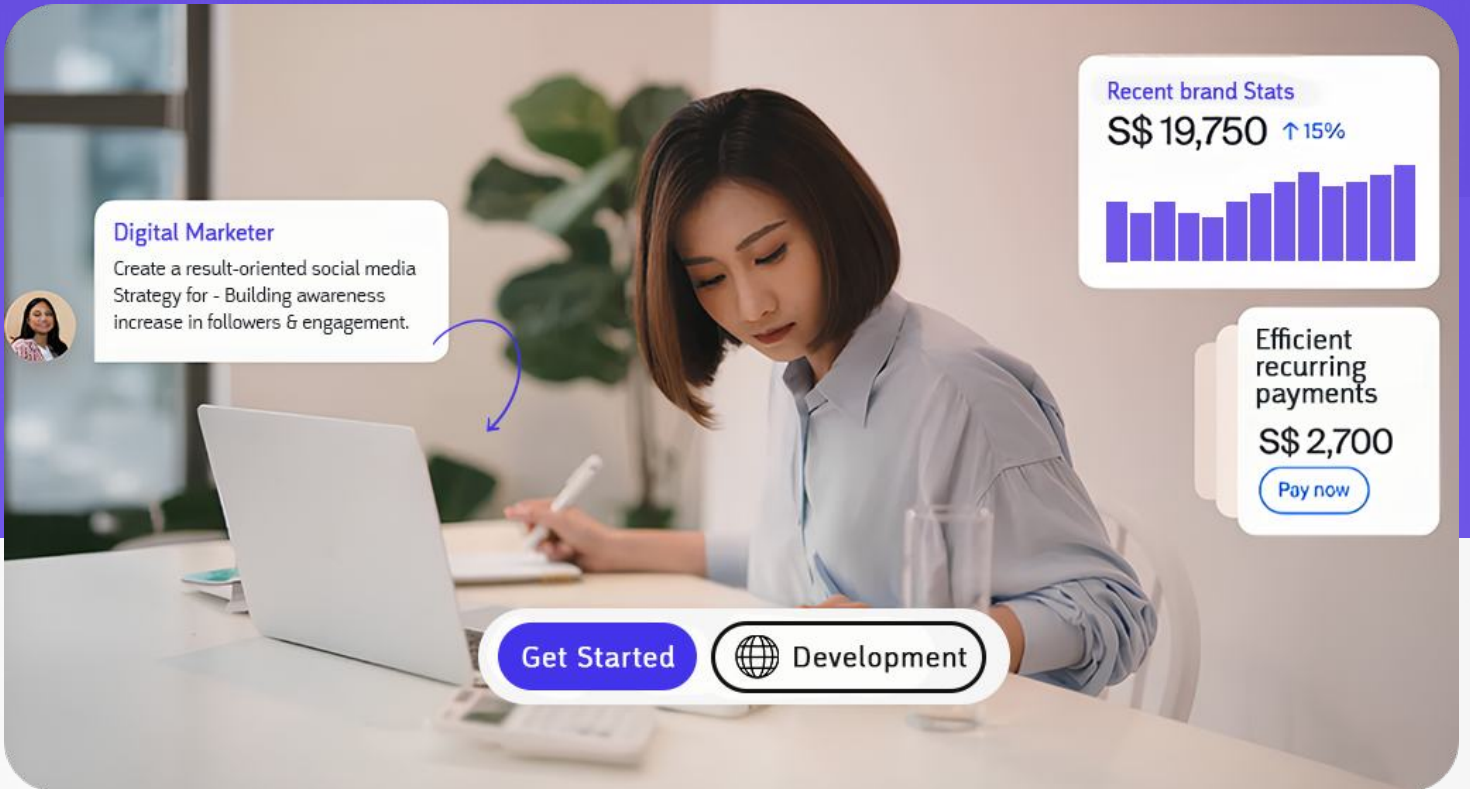
- creating ads for Facebook, Google, and LinkedIn
- Social Media Content Planning & engagement using Chat GPT
- Identifying hashtags, topics, and keywords
- compelling emails, effective subject lines
- Creating and optimizing funnels for your business

5

Marketing Analytics

- Introduction, Importance & Components of Marketing Analytics
- Customer Acquisition Analytics
- Segmentation & Targeting
- Learn about Lead Scoring, Attribution & Data Integration
- Statistics in Marketing Analytics

SELECTED ASSIGNMENTS



Digital Marketer
Create a result-oriented social media Strategy for - Building awareness increase in followers & engagement.

Recent brand Stats
S\$ 19,750 ↑15%

Efficient recurring payments
S\$ 2,700
[Pay now](#)

[Get Started](#) [Development](#)

Search Engine Optimization (SEO)



DURATION

3 MONTH



LEARNING OUTCOMES

- Research the right keywords to get your website ranked better on Google.
- Analyse your website pages and implement on-page SEO techniques.
- Identify your competitors and analyse their websites to build competitive advantage.
- Learn local SEO and Mobile SEO to target users specifically.
- Identify the keywords and strategies implemented by your competitors.



TOOLS

Rank Watch,
Google Keyword Planner,
Broken Link Checker



”It’s time to rethink and let your mistakes be your teacher this time around! That’s a basic principle of marketing, right?”

At Offshore Academics Digital Marketing, we believe in a different approach.”

KNOW MORE

OFFSHORE ACADEMIICS

Create and launch 1st live campaign on the Search network

Create video and banner assets on Canva

Conduct research & create 1st live campaign for your YouTube and Display network

In-House Internships

You will be working closely with the Marketing team. This internship provides a one-of-a-kind chance to gain hands-on experience in advanced optimization techniques, developed and refined by our experienced marketing team.

Performance Marketing (Meta) Internship

Company: Offshore Academics

Duration: 1.5 months

Time: 10 hrs/week (WFH)

Eligibility: SMM and SEM module

SEO Internship

Company: Offshore Academics

Duration: 1.5 months

Time : 10 hrs/week (WFH)

Eligibility: SEO Module

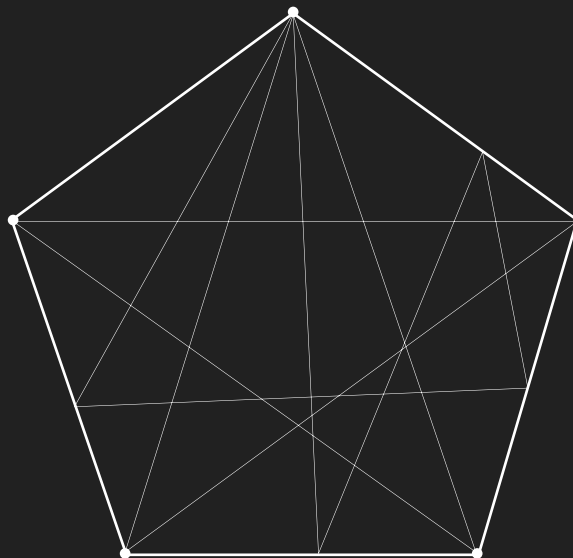
Online Content Writing Internship

Company: Offshore Academics

Duration: 1 month

Time: 12 hrs/week (WFH)

Eligibility: Admission Test



Performance Marketing Internship

Company: Offshore Academics

Duration: 15 days

Time :10 hrs/week (WFH)

Eligibility: SEM Module completion

Social Media Marketing Internship

Company: Offshore Academics

Duration: 15 days

Time Commitment: 10 hrs/week (WFH)

Eligibility: SMM Module completion

You will become skilled

These tools serve various purposes across different aspects of digital marketing, including:



Google Analytics

It provides valuable insights into website traffic, user behavior, demographics, conversion rates, and more, helping businesses make informed decisions



Hotjar

It helps businesses understand how users interact with their websites, identify pain points, and optimize user experience to improve conversion rates and overall website performance.



SEMrush

It helps businesses optimize their online presence, improve search engine rankings, and drive more organic and paid traffic to their websites.



Ahrefs

It is widely used by digital marketers and SEO professionals to optimize website performance and improve online visibility.



Mailchimp

It enables businesses to create, send, and manage email campaigns efficiently.



Google Ads

It provides valuable insights into website traffic, user behavior, demographics, conversion rates, and more, helping businesses make informed decisions



Buzzsumo

It provides insights into content performance metrics like social shares, backlinks, and engagement, helping businesses content ideas and understand audience interests.



WIX

It offers a variety of customizable templates, drag-and-drop tools, and features for building websites for businesses, blogs, portfolios, and more.



WHY TRUST US?



Practical Approach Over Theoretical Learning.



Personalized tutoring for each student



Lifetime access for each course module

Supercharge your Digital Marketing skills With Over 20 Online Courses And Certifications! which are perfect for [Graphic Designing](#), [social media](#), [advertisement](#), [SEO marketing](#) and more...

+1.612

Happy Customers

+40

Courses for Student

+105

Web projects done in 2023

+10

Years Experience

Project Highlights

“Dive into a world of learning and mastery with our diverse array of courses. From SEO to PPC, Social Media Marketing to Freelancing, and everything in between, unlock your potential for success!”

A WORD ON OFFSHORE ACADEMY



Sahil

Digital Marketer

"Offshore Academics' Digital Marketing course is a must for anyone seeking in today's digital age. The interactive sessions, and learning environment fostered my growth."



Badal

Digital Marketer

"Enrolling in Offshore Academics' Digital Marketing course was a game-changer for me. The instructors' expertise and real-world examples provided invaluable insights."



Saakey

Graphics Designer

"As a graphic designer navigating the intricate landscape of learning and skill enhancement, I recently had the opportunity to delve into Offshore Academics, an online platform promising to elevate my design prowess."



Abhishek

Google Ads

"I've been on the hunt for courses that offer both depth and practical application. My search led me to Offshore Academics' Google Ads Course, and I must say, it exceeded my expectations on multiple fronts."



Rikhil

Digital Marketer

"As someone deeply invested in expanding my skills in the realm of digital marketing, I recently embarked on a journey with Offshore Academics to explore their Advanced Digital Marketing Course."



Mukti

Facebook Ads

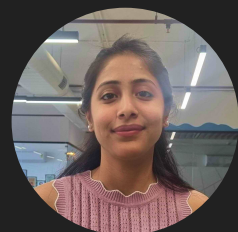
"As a digital marketing enthusiast looking to delve deeper into the realm of Facebook advertising, I recently enrolled in the Facebook Ads Course offered by Offshore Academics."



Ruhani

Social Media

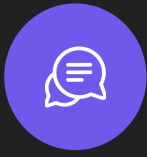
"As an eager learner, I joined Offshore Academics' Social Media Course with high hopes, and I'm thrilled to say they were exceeded."



Nikita

Email Marketing

"I just finished Offshore Academics' Email Marketing course, and it was truly exceptional. As a digital marketing enthusiast, I found it incredibly insightful and practical."



“In the digital age, marketing isn’t just about what you sell, but about the stories you tell and the connections you make.”

At Offshore Academics, We Embrace a Distinct Perspective, Paving the Way for Innovative Strategies and Unparalleled Results.

OFFSHORE ACADEMICS

Offshore Academics offers digital marketing training and certification courses, catering to individuals seeking to reshape their careers & thrive in the digital marketing field.

- **Duration:**
3 Months
- **Optional Batches:**
 1. Mon-Fri (2hrs)
 2. Sat & Sun (4hrs)

Interested?
CONTACT US!



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D 178, 1st Floor Industrial Area,
Phase-8, Mohali, India, Punjab
region