

Become a Master with Hands-On Practice in 6 Weeks*!

SEO & Growth Marketing Specialist Program



*Comprehensive Curriculum:
Master essentials of organic
customer acquisition,
retention, direct marketing,
Google Analytics, and SEO.*

*Hands-on Experience:
Learn and practice
through real-world
application.*

*GenAI - Learn and master
prompt engineering to
streamline keyword
research, automate content
creation, analyze competitor
strategies & more.*

*Get NIIT's
Industry Valued
Certification.*

NIIT

**You are
bigger than
you think.**

Book your seat at **₹1500**
+ 18% GST

Launch a successful career or your own venture by mastering organic marketing through our comprehensive program. Acquire key skills like WordPress, SEO, and organic media marketing to optimize websites, streamline keyword research, automate content creation, and refine tactics for higher rankings and increased organic traffic, all powered with GenAI.

Program Duration*

- 6 weeks (4 classes per week)
- 8 weeks (3 classes per week)

Introductory Fee

- INR 23,000 + 18% GST

Program Curriculum

What's Covered	Learning Outcome
<p>SEO and organic marketing</p> <ul style="list-style-type: none"> • Website development: Build and manage a WordPress site, on-page and off-page SEO, generative AI tools. • SEO: Master search engine mechanics and perform SEO audits. 	<ul style="list-style-type: none"> • Enhance site visibility. • Keyword research and content creation. • Improve your site's rankings and drive organic traffic.
<p>Email Marketing & CRM</p> <ul style="list-style-type: none"> • Data collection and utilization: Collect and segment visitor data, and utilize email and WhatsApp marketing. • Marketing automation: Master marketing automation strategies. 	<ul style="list-style-type: none"> • Effective customer acquisition, engagement, and retention. • Personalize communication and build strong customer relationships.
<p>Google Analytics, Campaign Management & Reporting</p> <ul style="list-style-type: none"> • Google Analytics setup, implementation, and utilization. • Report and dashboard generation: Navigate the GA dashboard, understand key metrics, and generate insightful reports. • Understanding Analytics: Set up goals and funnels, track conversions, and analyze user behavior. 	<ul style="list-style-type: none"> • Digital marketing optimization. • Generate insightful reports and dashboards. • Make data-driven decisions and enhance campaign performance

Mode of Learning: **Live** Mentor-led Online Classes. Medium of Instruction will be English.

TO REGISTER, CONTACT US:



1800 3000 6448



www.niit.com

*T&C Apply - Total number of classes: 23. The program duration mentioned is an estimate. NIIT reserves the right to alter the program duration at its discretion. Candidates who have passed Class XII can apply for the program.