



Digital Marketing Services



Search Engine Optimization (SEO)

Increase your website's visibility on Google and other search engines. We focus on keyword research, on-page and off-page SEO, and technical fixes to bring organic traffic that converts into customers.



Pay Per Click (Google)

Get immediate traffic with targeted Google Ads and social media ads. Our experts design, manage, and optimize campaigns to maximize your ROI and bring quality leads directly to your business.



Social Media Marketing

Get immediate traffic with targeted Google Ads and social media ads. Our experts design, manage, and optimize campaigns to maximize your ROI and bring quality leads directly to your business.



Content Writing

Content is king! We craft SEO-friendly blogs, web copy, and ad text that speaks your brand voice and drives action. From blog posts to email campaigns, our content helps you connect with your audience.

Website Design & Development

Your website is your digital storefront. We design stunning, mobile-responsive, and user-friendly websites that load fast and convert visitors into customers. E-commerce and landing pages tailored to your goals.

Why Choose Us?

- Experienced & certified digital marketing professionals
- Customized strategies that fit your business needs
- Transparent reporting & ongoing optimization
- Serving Goa locally and clients worldwide online

Get Started Today!

Contact us for a free consultation:

 +91- 8799944760 |  info@aadiradigipro.com

 www.aadiradigipro.com





Digital Marketing Training Syllabus



Learn from Industry Experts | Goa & Online



Module 1: Google SEO (Search Engine Optimization)

Master organic search marketing, improve rankings, and build authority for any website.

◆ Basics of SEO

- What is SEO & How Search Engines Work
- SERP Anatomy & Ranking Signals
- Types of SEO: White Hat vs Black Hat vs Grey Hat

◆ Keyword Research

- Understanding User Intent
- Tools: Google Keyword Planner, Uber suggest, SEMrush
- Long-Tail vs Short-Tail Keywords
- Competitor Keyword Analysis

◆ On-Page Optimization

- Meta Title, Meta Description, Headings, and URL Structuring
- Internal Linking & Content Optimization
- Image SEO (Alt Text, Compression)
- Schema Markup & Rich Snippets

◆ Technical SEO

- Site Speed Optimization
- Mobile-Friendliness & Core Web Vitals
- XML Sitemap & Robots.txt

- Crawlability & Indexing
- Canonicalization and Redirection (301, 302)

◆ **Off-Page SEO**

- Link Building Strategies
- Guest Blogging & Outreach
- Directory Submission, Forum Posting
- Social Bookmarking & Influencer Collaboration

◆ **Local SEO**

- Google Business Profile Optimization
- NAP Consistency
- Reviews & Location-Based Ranking Factors
- Local Citations & Maps Integration

◆ **SEO Tools & Reporting**

- Google Search Console & Analytics
- SEMrush, Ahrefs, Screaming Frog
- SEO Audit Framework
- Monthly Performance Reports



Aadira DigiPro
Website Design | SEO | Social Media



Module 2: Google Ads (PPC – Pay-Per-Click)

Objective: Create content that ranks, sells, and engages audiences.

◆ **Foundations of Content Writing**

- Types of Content: Blog, Social, Landing Pages, Emails
- Content Research & Topic Clustering
- Brand Voice & Audience Understanding

◆ **SEO Content Writing**

- Blog Structure: Headlines, Subheads, CTAs
- Keyword Integration & On-Page Optimization
- Readability, Scannability & Tone

◆ **Copywriting for Digital Marketing**

- Writing for Ads (Google, Meta)
- Emotional Triggers, AIDA & PAS Models
- CTA Crafting & Landing Page Messaging

◆ **Social Media Content**

- Short-form Copy: Captions, Stories, Reels
- Viral Hooks, Engagement Boosters
- Carousel Content Planning

◆ **Email & Newsletter Writing**

- Email Subject Lines & Open Rate Tricks

- Writing Campaigns: Welcome, Offer, Abandonment
- Structuring Email Funnels & Nurturing Sequences

◆ **Tools & AI Writing**

- Grammarly, Hemingway, Surfer SEO, Quill Bot
- Using ChatGPT for Drafts & Outlines
- Prompt Writing for Marketing Content



📁 **Deliverables**

- ✓ Course Completion Certificate
- ✓ Google Certified Certificate (Online Test)
- ✓ Lifetime Access to Study Material
- ✓ Mock Interviews & Career Coaching



Let's Connect & Grow Your Digital Presence

Whether you're looking to boost your brand or upgrade your skills, we're just one message away!

We'd Love to Hear from You!

Have questions about our digital marketing services or training programs?

Our team is ready to assist you with strategy, support, and solutions tailored to your goals.

Contact Details

Near WS beach Resort, Shiroli Pulachi,
Khobra Waddo, Calangute, Goa 403516.

Call / WhatsApp:

+91-8799944760

Email Us:

- For Services: services@aadiradigipro.com
- For Training: training@aadiradigipro.com

Website:

www.aadiradigipro.com

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