



**LEARN FROM  
INDUSTRY EXPERTS**

100 % Job Oriented  
**Digital Marketing  
Mastery Course**

- Master Class 1  
**Wordpress Development**
- Master Class 2  
**Search Engine Optimization**
- Master Class 3  
**Google Ads**
- Master Class 4  
**Social Media Marketing**
- Master Class 5  
**Content Marketing**
- Master Class 6  
**Google Analytics**
- Master Class 7  
**Canva Designing**
- Master Class 8  
**Email Marketing**

# ABOUT US



Clear My Course is a unique digital marketing training institute that focuses on providing students with in-demand skills via carefully designed training support. With CMC, you get to understand the fundamentals of digital marketing and how to apply them in practical projects to get tangible results for your clients and businesses. Led by a team of veteran experts, CMC brings you impeccable learning experience that will set you on the right path towards build a rewarding career in digital marketing.

## Who Should **Attend** ?



Freelancers / Working Professionals



Business Owner / Industry Specific Entrepreneurs



Self Employed / Homemaker / Start Ups



Students / Freshers (Graduates & Under Graduates)

# Why Choose Clear My Course

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100 % Placement  
Support



100+ Hours Live  
Online Class



Dedicated team for HR



Live Class Recordings  
for Reference



Classes From Industry  
Experts



After-Course Help



80% Practical+  
20% Theory



Live Tutor Support



Hands-on projects &  
assignments



Free Internship for  
Live Projects [ Kochi  
Office ]



Updated Curriculum



Free Digital Materials  
for Freelance or  
Business



10+ International  
Certifications



Free Membership  
for Digital Community

# Courses We Offer

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**Advanced  
Professional Diploma in  
Digital Marketing**

**100+ hours**  
with Live project

**WordPress Website  
Development Course**

**45+ hours**  
with Live project

## Program Offered

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# Top 10 .....

## Digital Marketing Jobs

Digital marketing skills are in serious demand now a days and the job market is booming more than ever before. Here's few among the various digital marketing career options available for those seeking a career in this arena:



- **Digital Marketing Analyst**
- **SEO Content Writer**
- **Social Media Marketer**
- **Off Page SEO Expert**
- **Growth Hacker**
- **SEO Analyst**
- **SEM /PPC Analyst**
- **SMO Analyst**
- **Google Ads Expert**



# Digital Marketing Overview



Digital Marketing  
Overview



Domain & Hosting



Web Creation  
& Designing



On-page SEO



Local SEO



Off-page SEO



Google Analytics



Google Search  
Console



Google Tag  
Manager



Content Marketing



Canva Designing



Facebook  
Marketing



Instagram  
Marketing



Linkedin Marketing



Email Marketing



Google Ads



Re Marketing  
& conversion



Shopping  
Advertising



Display Advertising

# What You Will Learn ?

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## Digital Marketing Syllabus



### 1.0 WordPress Development

- 1.01 Best Domain Practices
- 1.02 Domain Purchase
- 1.03 Domain Pointing
- 1.04 Hosting Purchase
- 1.05 Wordpress Installation
- 1.06 Creating engaging, conversion-focused landing pages for campaigns.
- 1.07 Creating Single Page Website with menu anchoring
- 1.08 Create Multi page Portfolio websites for you / Your business.
- 1.09 Chat button integration.
- 1.10 Manual migration method.
- 1.11 Malware removal using wordfence
- 1.12 Block Brutforce hacking by limiting login access
- 1.13 Create Responsive Popups
- 1.14 Create and configure conversion friendly data collection forms
- 1.15 Easy to use Backup and Restore using AIO
- 1.16 Learn How to import and edit premade site Demos using Astra

## 2.0 Search Engine Optimisation (SEO)

- 2.01 Introduction to SEO
- 2.02 SEO (What, Why, Types)
- 2.03 Keyword Research and Analysis
- 2.04 SEO audit
- 2.05 SEO algorithms

## 3.0 On-Page SEO

- 3.01 Rankmath & Yoast SEO
- 3.02 Meta \OGP Tags
- 3.03 URL optimization
- 3.04 Integration - GA,GSC,TM
- 3.04 Sitemap
- 3.05 Robots.txt
- 3.06 SEO content format
- 3.07 SEO optimized Website Framework
- 3.08 Structured data/ Schema
- 3.09 Mobile SEO techniques
- 3.10 How to perform site speed optimization.
- 3.11 Backlink, Ref domain, etc basics
- 3.12 Local SEO - GMB, Etc
- 3.14 Ecommerce SEO
- 3.15 SEO Audit
- 3.16 SEO Roadmap
- 3.17 Algorithms
- 3.18 HTML SEO





## 4.0 OFF- PAGE SEO

- 4.01 What are backlinks?
- 4.02 Why Are Backlinks Important?
- 4.03 How does backlinks work?
- 4.04 How to Monitor and analyze the backlink profile?
- 4.05 What Types of Backlinks are Valuable?
- 4.06 Which backlinks should be avoided?
- 4.07 Find out what anchor text is and why it's crucial in link building
- 4.08 Do follow and no follow backlinks
- 4.08 Differnt Types of Backlinks
- 4.09 Quora Backlink Strategy
- 4.10 Pinterest Backlink Strategy
- 4.11 Medium backlink strategy
- 4.12 Advanced link building strategies

## 5.0 Content Marketing

- 5.01 Introduction to Content Marketing Ecosystem
- 5.02 Content marketing strategy(case studies)
- 5.03 How to Develop a Content Marketing Strategy
- 5.04 Segmentation of Target audience
- 5.05 Creating a buyer persona
- 5.06 A real-time example of buyer persona segmentation
- 5.07 Content Calendar and how to choose a channel for marketing?
- 5.08 Types of content, Business storytelling

- 5.10 Measuring and analyzing content marketing strategy.
- 5.11 How to create a meta description for your business, writing psychology.
- 5.12 Ultimate Landing Page wireframe work, marketing psychology.

## 6.0 Google Analytics

- 6.01 Introduction to UA, G4 and GA
- 6.02 Google Analytics Tracking code integration
- 6.03 How to set up filters
- 6.04 Demo Account
- 6.05 Overview reports
- 6.06 IP Blocking
- 6.07 Report sharing guidelines
- 6.08 Audience Overview
- 6.09 Acquisition Overview
- 6.10 Behavior overview
- 6.11 Data Analysis
- 6.12 Goals in Google Analytics
- 6.13 Ecommerce tracking setup guide
- 6.14 Benchmarking
- 6.15 Annotations
- 6.16 website Traffic analyzation
- 6.17 Integrations

## 7.0 Graphic Designing (Canva)

- 7.01 Introduction to graphic design & Canva
- 7.02 Fundamentals of Graphic Design
- 7.03 Social media posters and banners
- 7.04 Logo design
- 7.05 Carousel posts
- 7.06 Printable Materials
- 7.07 Image editing
- 7.08 Video editing
- 7.09 Motion design
- 7.10 Portfolio

## 8.0 Social Media Marketing

- 8.01 Introduction to SMM
- 8.02 Introduction to Facebook
- 8.03 Difference between Profile, Page, Group
- 8.04 How to create a page
- 8.05 How get or give access to a page
- 8.06 What is page building
- 8.07 Introduction to Instagram
- 8.08 How to connect page and Instagram
- 8.09 Meta Ads Manager
- 8.10 Learning different types of campaign objectives
- 8.11 Introduction to Business Manager
- 8.12 Introduction to Meta Pixel

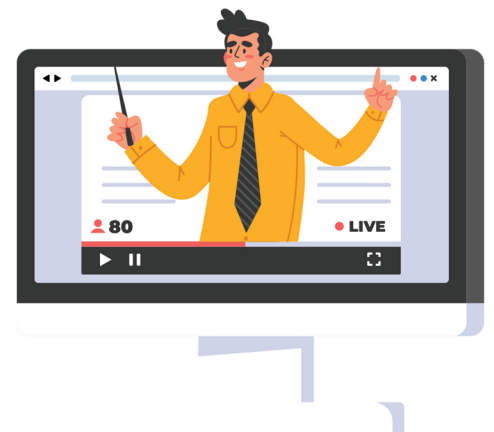


- 8.13 Pixel Event set-up Tool
- 8.14 Retargeting Methodologies
- 8.15 Introduction to LinkedIn Campaign Manager
- 8.16 LinkedIn Insight Tag Setup
- 8.17 Introduction to Twitter Ads
- 8.18 Introduction to Snapchat Ads
- 8.19 Introduction to Email Marketing
- 8.20 SMM tools

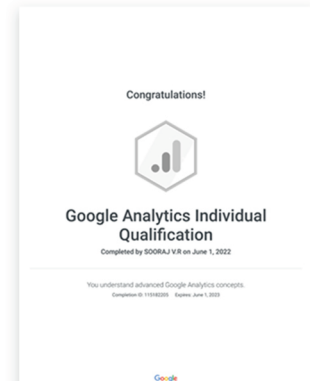
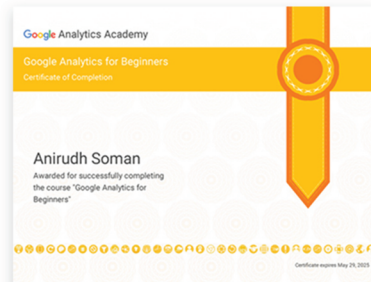
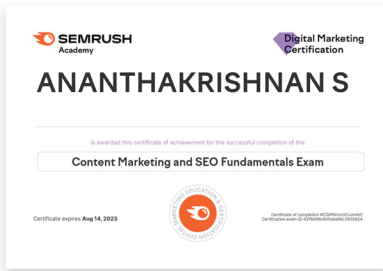
## 9.0 Google Ads

- 9.01 An Introduction to Google Ads
- 9.02 Goals and types of campaigns
- 9.04 Networks and Devices:
- 9.05 Ad delivery: Ad rotation, frequency capping
- 9.06 Ad Formats
- 9.07 Adwords Keyword Tool
- 9.08 Metrics Filters
- 9.09 Ad formats And Ad guidelines
- 9.10 Ad account dashboards
- 9.11 Search Campaign
- 9.12 Display ads
- 9.13 Shopping ads
- 9.14 Youtube ads

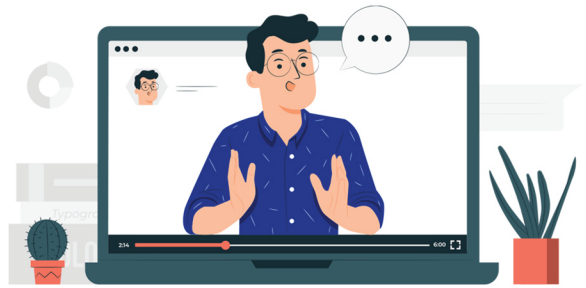
- 9.15 Local ads
- 9.16 Discovery ads
- 9.17 Smart campaigns
- 9.18 Campaign metrics
- 9.19 Keyword Research - tricks and strategies
- 9.20 Match Types
- 9.21 Ad copy creation
- 9.22 Ad Extensions
- 9.23 Ad placement
- 9.24 Merchant Center
- 9.25 Apps promotion
- 9.26 Concept of CPM and Branding
- 9.27 Manual Placements
- 9.28 Ad Ranking & Quality
- 9.29 Types of audience segments
- 9.30 Conversion Tracking
- 9.31 Create your Conversion Tracking Code
- 9.32 Bidding and Budget
- 9.33 Bid strategies
- 9.34 Campaign forecasting and execution
- 9.35 Video and YouTube Marketing, Part Establishing a Video Marketing Strategy
- 9.36 YouTube Advertising, Part Data, Metrics, and Analy
- 9.37 Remarketing campaigns
- 9.38 Ad Optimization



# Our Certifications



# CMC Faculties



## Manu Joseph (Senior SEM & SMM Expert)

Manu Joseph is a certified Google Ads Specialist with more than 6+ years experience in different verticals. He is a digital consultant here at Kochi and his particular competencies lie in digital strategy, research, account optimization and structural design, and relationship management. Outside the agency walls, He enjoy researching new tactics in the industry.

## Jijo Joseph (Growth Hacker)

Jijo Joseph, a thought leader in the SEO and digital marketing landscape with 6+ years of industry experience started off as a freelancer with few clients from Kochi. Having done an endless list of certifications including the ones from revered Google and Hubspot, he today serves an extensive clientele globally from multifarious industries, mainly from UK, US and Dubai. Along with the search engine algorithms and latest trends, Jijo stays up-to-date and keeps on evolving and upskilling.



## Nikhil Soman (WordPress Developer)

An experienced professional who has worked with several well-established companies, Nikhil who hails from Kollam, Kerala is a Certified Freelance WordPress Developer with 6+ years of experience. After completing civil engineering from Kerala University in 2016, he built a prestigious career in digital marketing. His professional experience includes working as a Civil Engineer at Radianz Interiors, as a WordPress developer at Yo Media Solutions, Kochi, a principal wordpress developer at Qimat infotech Dubai, Senior Wordpress Developer at DM4U, Kochi. Currently, he is a full time freelance wordpress developer with a clientele from all over the globe. Until now he has delivered about 200+ Web projects including portfolio websites, agency websites, ecommerce and educational websites. Such a large professional portfolio provides him with ample professional knowledge that he can share with the students



## Angitha Saju (Senior SEO Expert)

Angitha is a digital marketing expert with more than 8 years of combined experience in SEO and digital marketing. She has worked as an SEO Analyst, SEO Lead, and Digital Marketing Specialist in different agencies. Her expertise lies in working with clients from various industries like real estate, education, B2B, home improvement, food, health, etc. She has successfully delivered 100+ critical SEO projects and driven many technical projects including Full-fledged SEO, Link building, Google Data Studio, Local Search Optimization, and Conversion Rate Optimization.





## Vinai Abraham Mathew (Senior SMM Expert)

Vinai Abraham Mathew is an experienced Social Media Marketer with more than 5 years of combined experience in SMM and Marketing & Sales. He has worked as a Social Media Analyst, Business Development Manager, Business Development Executive in different industries. He is currently working as a Senior Digital Marketing Executive at ABAD Foods Kochi, Kerala. He has worked with clients from various industries like real estate, tourism, B2B, interior designers and companies, food & health, IT, Jewellery Brand, Fractional Investment company, Fashion and Clothing brand etc.

## Abhijith Devadas (Backlink Expert)

Abhijith Devadas is a Digital marketer specialised with an immediate knowledge in SEO and Backlinks. Working as an SEO specialist for more than Three years and have gathered profound knowledge in this sector Worked as an SEO analyst, SEO Trainer, and backlink specialist in different companies He is expertise in working with clients form various industries like medical, news,B2B,igital marketing,home improvement,etc he is successfully delivered more than 50 SEO projects. He is worked with UAE, UK and Indian based websites



## Fathima Irshad (Content Marketing Specialist)

Fathima Irshad is a digital marketing specialist with five years of experience in content marketing and brand positioning. She has collaborated with over 23 national and international clients across functions and silos to provide effective channel management through innovative thought and problem-solving strategy. She builds her career as a content marketing strategist with her strong analytical, planning, and communication skills, as well as her understanding of the business's needs. She is enthusiastic about generating ideas and then putting them into action, observing how events unfold, the business grows, and measuring the results.



## Kiran P (SEO Specialist)

Kiran P is one of the best SEO experts in Kerala. He has worked as an SEO Lead, Sr. SEO Specialist, and Digital Marketing Consultant in different agencies. He has already trained more than 300+ students. He has worked on more than fifty different projects. He is also the Founder of the freelance team know as KC Digital.







## Fasma T (Graphic Designer)

Graphic design expert with more than 5 year's experience. Social media designer and canva design trainer. Proficient in Adobe Photoshop and Adobe illustrator. Trained 250+ aspirants on graphic design.

## Joseph Das Angelose (SMM Expert)

Joseph is a digital marketing specialist with almost 3 years experience in SMM and SEO. He has worked as a Digital Marketing Executive, SMM lead and Digital Marketing Specialist for Companies and Freelance clients. His expertise lies in working with clients from various industries like Manufacturing industry, education, B2B, food, gym, etc. He has successfully delivered 100+ leads to clients through SMM and driven 1k+ traffic to client websites through SEO and link building.



## Sonu Sabu ( Senior Google Ads Expert)

Sonu is a performance marketing specialist with over 5 years of experience in Google ads & related platforms. He had worked in different competitive marketing roles of varies industries like FMCG, SaaS, Real Estate, Fintech, Insurance etc. His experience in multinational companies & global market exposure helped him to strategise marketing pathway for 100+ clients.

## Vivek M S (Google Analytics Expert)

Vivek a digital marketing consultant with over 3 years' experience working across multiple digital marketing disciplines. I currently specialise in SEO,SEM,SMM and GMB optimization and google analytics and content marketing. I have worked with more than 80 global corporate clients, national charities and non-governmental organisations from UAE,UK ,USA and india.

I have been giving training on Google Analytics and SEO to Digital marketing aspirants from last two years I have both agency and client-side experience working on complex marketing campaigns from conception through to delivery and analysis and i can my clients with every step of the way



# Recently Placed Students



**Sariga A S**  
SEO Analyst  
Creatick



**Romy K**  
SEO Executive  
i Leaf Solutions



**Gokul Raj**  
SEO Executive  
3C Brand Hub



**Amithamol Ck**  
SEO Executive  
Mccollins



**Shruthi s**  
SEO Trainee  
Jobin & Jismi



**Manu R**  
DM Executive  
Sherji Technologies



**Diya Salim**  
DM Trainee  
Addax Digital



**Sanjay C**  
DM Executive  
Kogland



**Asha T**  
DM Executive  
Bookingfree



**Dhaya Jolly**  
DM Trainee  
Digital Volcano



**Aseef P A**  
DM Executive  
3C Brand Hub



**Ashin Augustine**  
SEO Trainee  
Digital Volcanoes



**Depth**  
SEO Analyst  
Code & Co



**Christy**  
DM Trainee  
Ardent Digital



**Arya Hareesh**  
SEO Trainee  
Envic Blue



**Rafath S k**  
SEO Analyst  
Yarddiant



**Sharmina K**  
SEO Analyst  
Sizcom Digital



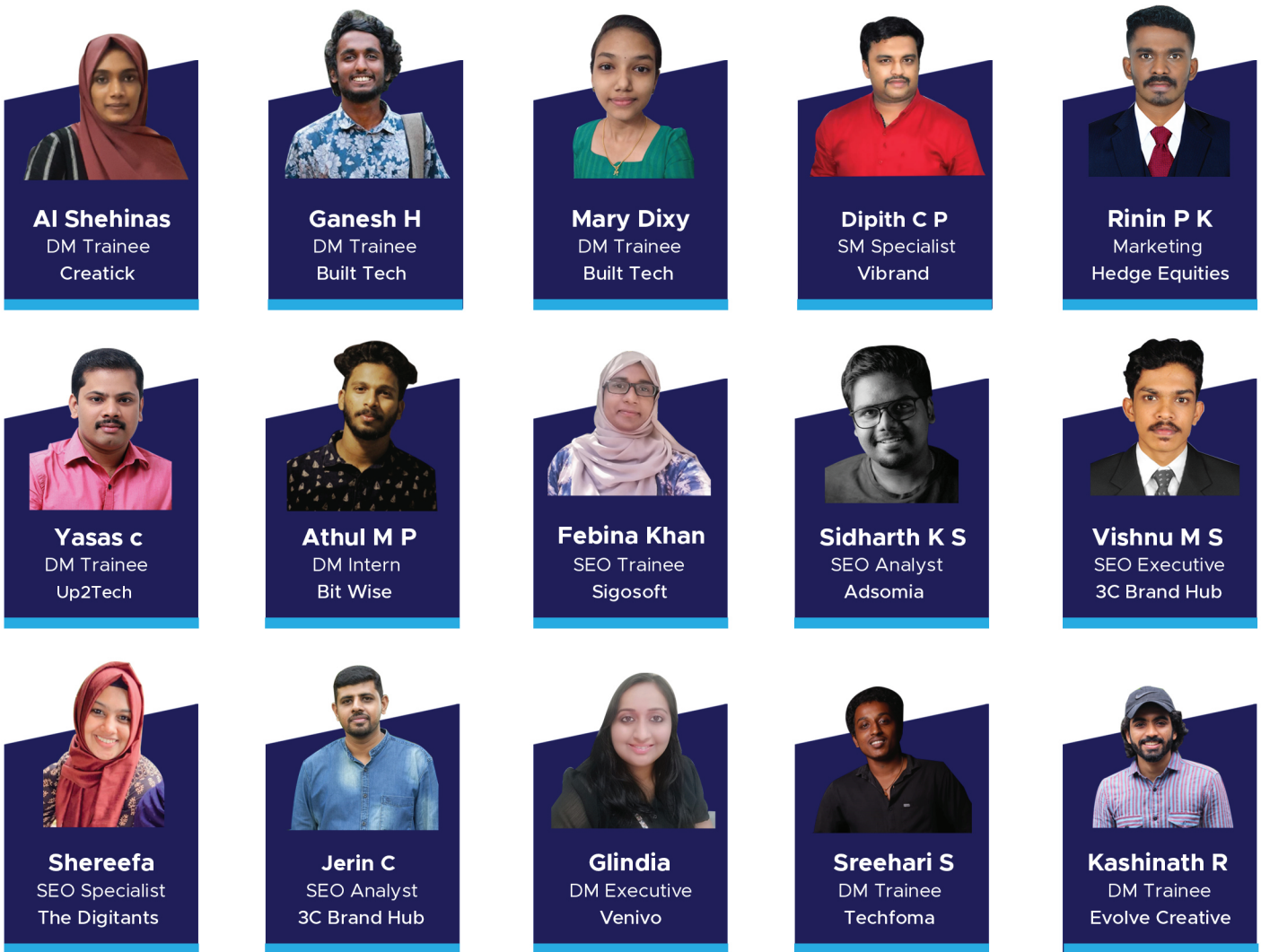
**Lijo Sebastin**  
DM Intern  
Evolve Creative



**Swathi P K**  
SEO Trainee  
Netstager



**Jerin John**  
SEO Executive  
3C Brand Hub



Get more about our placement history  
please check our instagram



Click Here to Visit Our Instagram



# Placement Partners



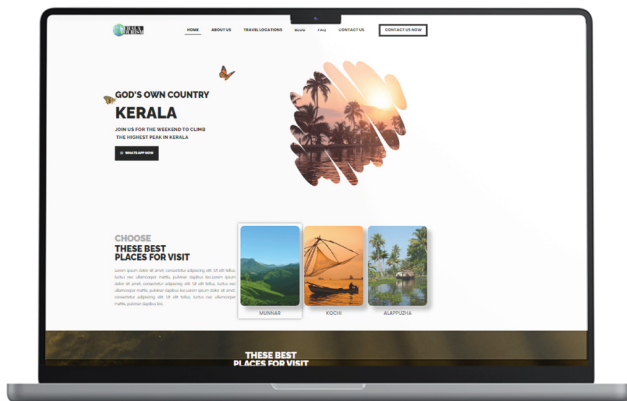
# Website Created By Our Students



Riyas km

Visit Website

[Click Here](#)



Muhammed Halid

Visit Website

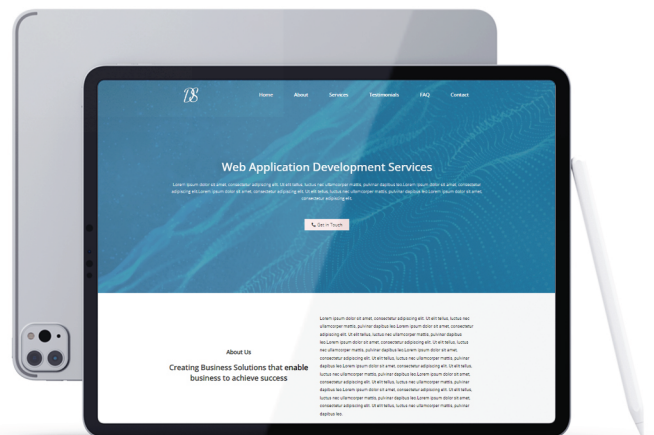
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Divya S Nair

Visit Website

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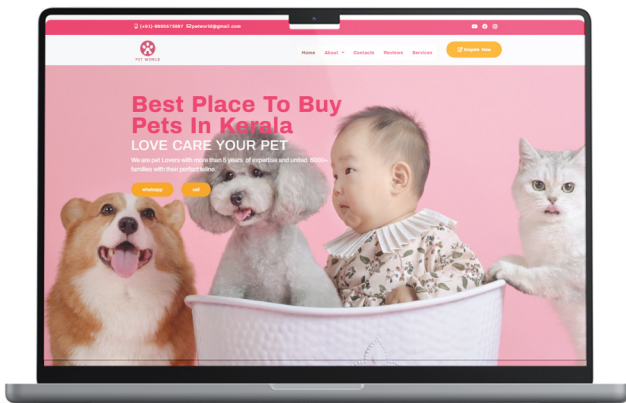
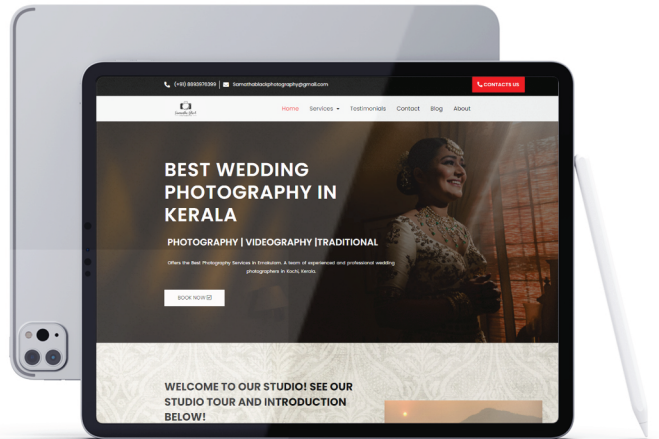




## Ashik Muhammed

Visit Website

[Click Here](#)



## Harikrishnan V K

Visit Website

[Click Here](#)



## Revathy Reghunath

Visit Website

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# Students Feedbacks

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**Jhansi Narayanan**

2 reviews

★★★★★ a month ago

My learning experience at Clear My Course was excellent. Faculty members were incredibly knowledgeable, committed, and supportive. They gave me a very clear understanding of digital marketing. I'm grateful to Clear My Course and would suggest it to anyone interested in studying digital marketing.



**MockTale**

4 reviews

★★★★★ a month ago

One of the best digital marketing course in Kochi from my learning experiences. I joined this course after watching jijo joseph sir YouTube video. After joining this course I got a lot of knowledge and good understanding about digital marketing from well experienced teachers. All the teachers are very friendly and They will clear any of our doubts whenever we ask them. thanks alot.



**AHMED ERFAN CP**

2 reviews

★★★★★ 2 months ago

I had doubted myself when I decided to do Digital Marketing. Am I fit for this industry? But the support and guidance from Clear My Course helped me to improve my skills and knowledge. Without any doubt, I would recommend CMC to my friends.





**Farhan Srambiyan**

11 reviews · 10 photos



★★★★★ a year ago

**Positive:** Professionalism, Quality

If you are looking to build a career in digital marketing, clear my course is your one-stop destination. My experience as a former student in clear my course, I can assure you that it's one of the best digital marketing training institutes in Kerala. The trainers here are really interactive and are always ready to help you make a pro in this field.



4



**Romy Frederick**

Local Guide · 16 reviews



★★★★★ 2 months ago

Each and every faculties are very much updated to the current trends in digital marketing. I found this very delighting. Thank you CMC team for this excellent learning experience.



3



**Arya Hareesh**

1 review



★★★★★ a month ago

It was great learning experience with CMC. From day one onwards, CMC have pampered us with great attention and guidance. This was needed for me as I come from completely different background. They also provided placement assistance which helped me in getting a job. They also support me in clearing doubts in related to my work even after completing the course. Highly recommended..



1



**Binsheer Ahammed**

Local Guide · 22 reviews · 20 photos



★★★★★ 3 weeks ago **NEW**

I've never completed a Digital Marketing course like this before (remote instruction) and I cannot express how great the instructors was and the overall content of the material. I would definitely recommend this to my co-workers as well as friends. I will be looking into taking more of these classes through CMC in the near future. Thank you!



Like



# India's Digital Transformation Will Create

## 60-65

million jobs by 2025

Digitally Trained Resources will be needed to support the digital activities.

## \$1 Trillion

Digital Economy

Potential economic value from India's Digital Economy by 2025

McKinsey & Company and Ministry of Electronics & IT, Govt. of India

## #2 Globally

In Digital Adoption

After China to Adopt Digital Across Processes.

## Clear MY Course, your First Step Towards Achieving Your Dream Career in Digital Industry.

# india's largest "Exclusive Digital Domain Specific" training provide.

# Specially Designed Programs for Under-Graduates, Graduates, Working Professionals, Freelancers and Entrepreneurs.

# Content endorsed and created along with experts from Google, Facebook & Amazon.

# End-End learning on Digital Domain with deeper dives.

# Special Modules Developed For 360\* learning along with Tool Based Practical Classes

# CLEAR MYCOURSE

Strategic Career Oriented Training

## FOR ADMISSION

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