About QuickXpert Infotech

Empowering Careers Since 2014

QuickXpert Infotech is a leading IT training institute for Job-Focused courses with Industry-relevant skills & our 100% Proven Placement Framework, helping students build successful IT careers. Since 2014, we have trained thousands of students and prepared them for real-world jobs with hands-on learning, live projects, AI-powered tools, internships, and end-to-end placement support.

Whether you're a student, graduate, working professional, or career changer, our courses are designed to help you gain the skills companies are looking for.

Why Choose QuickXpert Infotech?

- 10+ Years of Excellence
- 100% Practical & Job-Oriented Training
- AI-Integrated Courses
- Classroom, Online & Hybrid Learning

©2026, Copyright QuickXpert Infotech

- Live Projects & Internship Opportunities
- Industry Expert Trainers & Professional Guidance
- Resume Building & Interview Preparation
- 1000+ Hiring Companies Network
- Dedicated Team & Early Placement Initiation
- Proven Placement Framework
- Industry-Recognized Certification
- Reasonable Fees
- Free Demo Session & more

Our Popular Courses

- Full Stack Development
- Data Science & Data Analytics
- Cyber Security
- Software Testing
- Cloud Computing
- Artificial Intelligence (AI)
- Digital Marketing
- Database Technologies
- & more

About Our AI-Powered Digital Marketing Training

Start Your Career as Digital Marketer

Digital Marketing is one of the fastest-growing career fields today. Every business needs skilled digital marketers to promote their products and services online. From startups to multinational companies, the demand for digital marketing professionals is increasing every year.

©2026, Copyright QuickXpert Infotech

+91 8108103515
+91 7506252588

At QuickXpert Infotech, you'll learn through practical training, live projects, AI tools, and real-world assignments to become job-ready.

What You'll Learn

- Search Engine Optimization (SEO)
- Google Ads
- Social Media Marketing
- Google Business Profile (GMB)
- Content Marketing
- Email & WhatsApp Marketing
- AI Tools for Digital Marketing
- Analytics & Performance Tracking

Who Can Join?

- Students after 12th
- Graduates & Freshers
- Working Professionals
- Job Seekers
- Business Owners
- Freelancers
- Anyone interested in building a career in Digital Marketing

Career Opportunities

- Digital Marketing Executive
- SEO Executive
- Social Media Executive
- Google Ads Executive
- Performance Marketer
- Content Creator
- Freelancer
- Digital Marketing Manager (with experience)
- & more

©2026, Copyright QuickXpert Infotech

+91 8108103515
+91 7506252588

Certifications & Recognitions

Skill India
कौशल भारत - कुशल भारत

nasscom

futureskills prime
A MeitY - NASSCOM Digital Skilling Initiative

CERTIFIED ISO 9001:2015 CERTIFIED

सत्यमेव जयते
MSME
MICRO, SMALL & MEDIUM ENTERPRISES
सूक्ष्म, लघु एवं मध्यम उद्यम

Learn from industry experts, work on live projects, earn a recognized certificate, and get placement assistance to kick-start your career.

©2026, Copyright QuickXpert Infotech

+91 8108103515
+91 7506252588

LEARN 50+ TOOLS

MASTER THE BEST TOOLS. GROW YOUR CAREER.

Facebook	Instagram	LinkedIn	YouTube
Canva	ChatGPT	Google Gemini	WordPress
Google Ads	Google Analytics 4	Microsoft Clarity	Meta Ads Manager
Hootsuite	Buffer	Mailchimp	SEMrush
Ahrefs	Ubersuggest	Google Search Console	Trello
Notion	Slack	Zapier	Pexels

AND MANY MORE...

AI & CONTENT	DESIGN & CREATIVITY	SEO & ANALYTICS	SOCIAL MEDIA	ADVERTISING
EMAIL MARKETING	AUTOMATION	PROJECT MANAGEMENT	WEBSITE & CMS	PRODUCTIVITY

©2026, Copyright QuickXpert Infotech

+91 8108103515
+91 7506252588

Syllabus

Introduction of Digital Marketing

- What is Digital Marketing?
- Scope & Importance of Digital Marketing
- Online vs Offline Marketing
- Understanding Digital Consumer Behavior
- Types of Digital Platforms (Owned, Earned, Paid)

Creating Websites

- Understanding Webpages and page structure
- Creating Website (HTML page) as required to learn SEO
- Understanding One Page & Multi Page Website Structure & their effect on Search Engines
- Understanding HTML Tags - b, p, h1, a & many
- Website Structure & Navigation
- WordPress
- Setup
- Themes
- Multiple Pages - Home, About, Contact etc.

SEO – Search Engine Optimization

- Introduction
- Web Crawlers (Search Engine Bots)
- On-Page SEO:

©2026, Copyright QuickXpert Infotech

+91 8108103515
+91 7506252588

- Meta Title & Description
- Header Tags (H1 to H6)
- Image Alt Text
- Internal Linking
- URL Structure
- Mobile Responsiveness
- Schema Markup & Schema Engine
- Breadcrumbs
- Anchor Text
- Keyword Placement & Density
- Content-Length Strategy
- Landing Page Optimization
- Off-Page SEO:
- Backlink Building
- Guest Posting / Blogging
- Social Sharing
- Technical SEO:
- Sitemap & Robots.txt
- Redirection
- Canonical Tags
- Site Speed Optimization
- Mobile-Friendliness
- Core Web Vitals
- Orphan Pages
- Fixing Web Errors (404, 301, 500 etc.)
- Keyword Ranking Techniques

©2026, Copyright QuickXpert Infotech

- Google Algorithm Updates (Panda, Penguin, Hummingbird)
- SEO Auditing
- SEOquake
- UI/UX Basics
- Black Hat, White Hat & Grey Hat SEO Techniques
- Using Professional Tools (including AI) for SEO

Local SEO (GMB)

- Introduction to Local SEO
- Google Business Profile (GMB)
- Creating
- Optimizing
- Backlinks:
- Citation Submission
- Directory Submission
- Social Bookmarking
- Chrome Extensions
- Keyword Research
- Keyword Planner Tool
- Understanding DA/PA/Spam Score etc. & usage

GEO for AI (Generative Engine Optimization)

- What is GEO?
- How ChatGPT, Gemini & Perplexity Find Information
- AI-Friendly Content Structure
- E-E-A-T & Topical Authority

©2026, Copyright QuickXpert Infotech

+91 8108103515
+91 7506252588

AEO for AI (Answer Engine Optimization)

- What is AEO?
- Introduction to AI Search (SEO vs AEO vs GEO)
- Featured Snippets
- Question-Based Keyword Research
- FAQ & Schema Basics

Blogs / Content Writing / Offpage Optimization With AI

- Blogger Platform Setup
- Create Blogs
- Blog Writing Hacks
- Blog Optimization Techniques
- Case Study Writing
- Plagiarism for content
- Blogs Submission
- Professional Tools (including AI Tools)

Analytics & Reporting

- Google Search Console
- Analyze ad, content & keyword performance
- Use Google Analytics, Meta Insights, YouTube Studio
- Traffic Reports & Ranking Reports
- Landing Page Performance
- Create custom SEO & Social Media reports in Google Sheets
- Use data to build stronger marketing strategy

©2026, Copyright QuickXpert Infotech

+91 8108103515
+91 7506252588

Social Media & SMO With AI

- Understanding Social Media
- Creating Facebook, Instagram, LinkedIn, Twitter (X) & YouTube Page
- Posting
- Post Formats (Reels, Stories, Carousels, Shorts, Polls, Live)
- Scheduling & Publishing
- Social Media Optimization (SMO)
- Content viral strategies & hooks
- Hashtag Strategies & Viral Hashtags
- Platform-wise Strategy
- When & Where to Post

Graphic Creation With AI

- Creative image designing
- Logo designing
- Resume creation
- Prompt writing
- Infographics creation
- Professional image creation
- Hacks & best practices
- Professional Tools - Canva PRO & more (including AI Tools)

©2026, Copyright QuickXpert Infotech

+91 8108103515
+91 7506252588

Video Creation With AI

- Video creation (both Reels & Landscape or Youtube videos)
- Video framing
- Effects & Animations
- Video editing
- Prompting techniques
- Shoot, Edit & Publish
- Hacks & best practices
- Professional Tools - Capcut, VN & AI Tools like ChatGPT, Gemini (PRO) & more

Social Media Marketing (SMM) & Meta ADs With AI

- Introduction to Social Media Marketing (SMM)
- Meta Ads Manager Setup
- Understanding Campaigns
- Types of Campaigns
- A/B Testing
- Leads
- Conversions
- Reach
- Awareness
- Branding
- Traffic
- Funnel Strategies
- Creating Audience
- Using list

©2026, Copyright QuickXpert Infotech

- Demographics
- Interests
- Custom Audience & Types
- Pixels and Remarketing
- Using AI tools for choosing the right audience
- Location Marketing Techniques
- Pincodes
- Range
- Location & more
- Creating Campaigns
- Using things leart above
- Understanding CPA, CPM, CTR, CPC etc
- A/B Testing
- Campaign Strategies
- Budgeting & Scheduling
- Choosing the right audience & detailed targeting techniques
- Running Website/APP/WhatsApp Leads etc. campaigns
- Choosing the right placements for campaigns.
- Creation Privacy Policy Page & Usage
- LinkedIn ADs
- Twitter (X) ADs

Search Engine Marketing (SEM) & Google ADs

- Google Ads Setup & Structure
- Understanding CTR, CPC, CPM
- Keyword Research & Match Types
- Creating Audience

©2026, Copyright QuickXpert Infotech

+91 8108103515
+91 7506252588

- Remarketing
- Look alike
- Competior analysis
- Campaigns (ADs)
- Search Ads (Search Engine Marketing SEM)
- Display Ads
- App Promotion
- Youtube ADs
- Shorts & Landscape Videos
- Skippable Ads, Apps ADs etc.
- Email Marketing
- Campaign Strategies
- Demographics
- Conversion Goals
- Bidding Types and techniques
- Best Practices
- Using Tools (including AI Tools)

Email, WhatsApp & SMS Marketing

- Email Marketing
- Mailchimp Overview
- Creating and Choosing Email Formats
- Creating List, Segmentation etc.
- Sending Bulk Mails
- Email Automation
- WhatsApp Marketing

©2026, Copyright QuickXpert Infotech

+91 8108103515
+91 7506252588

- Business Setup
- Broadcast
- Business API
- SMS Marketing
- SMS Gateway Providers
- Creating Message for Differnt Business
- Bulk SMS Sending
- Using AI Tools for marketing optimation
- tools for marketing optimation

Affiliate Marketing

- What is Affiliate Marketing?
- Types of Affiliate Programs
- Affiliate Platforms Overview

Influencer Marketing

- What is Influencer Marketing?
- Reach & Collaboration
- Quotation

Global Certifications

- Google Certificate
- Institute's Certificate

©2026, Copyright QuickXpert Infotech

+91 8108103515
+91 7506252588

Internship

Internship with Internship Certificate - When you work for min 1 month on part-time basis on our projects

Portfolio Building & Interview Preparation

- Creating a Personal Portfolio Website or PDF
- Showcasing Practical Work (SEO, Ads, Design, Analytics)
- Preparing for Interviews (Common Digital Marketing Q&A)
- Professional Resume Creation
- Mock Interview Practice & Strategy

Duration

- 3 months (with early completion option in 2-2.5 months)

more info - https://quickxpertinfotech.com/digital-marketing-course

©2026, Copyright QuickXpert Infotech

+91 8108103515
+91 7506252588

Our Recruiters (1000+ Companies)

agtech
ambisure
Let's Secure IT
hgs
Astral
Beehive
Bee The Future
cirrius
Capgemini
AQM
RPA | DIGITAL TESTING | INFO SECURITY
CRG SOLUTIONS
goDeskless
Inogic
MERU
HRMantra
Lets Lead
ipca
A dose of life
MITR
Learning & Media
Osource
PLETRA
TECHNOLOGY
axioned.
Grow, responsibly
PRDXN
Progressive
Experience Outcomes
Cloud | Digital | Operations
PURATECH
Consultancy Solutions Pvt. Ltd.
winsoft
Committed to Infotech
etc.

©2026, Copyright QuickXpert Infotech

Our 5 Steps Process for Success

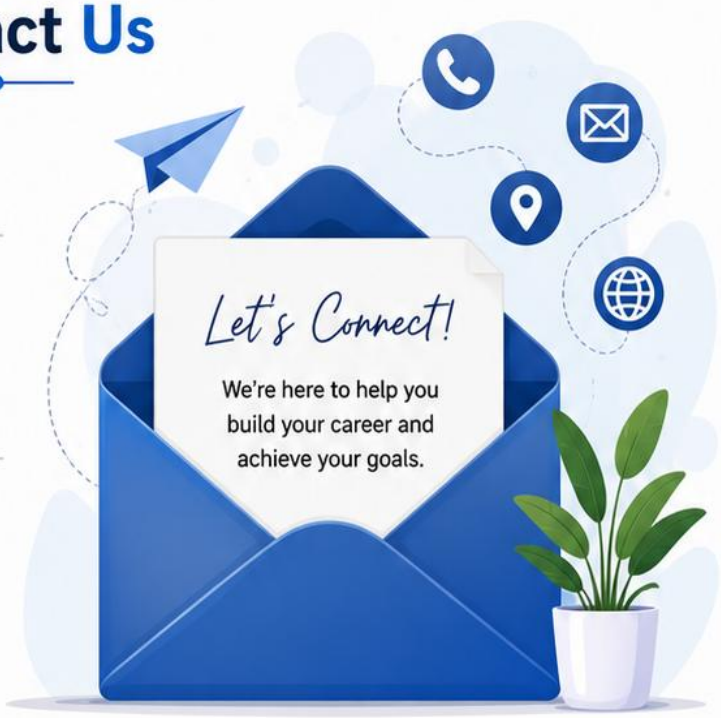
Contact Us

Call us
+91-8108103515, 7506253588

Address
Office 101 & 102, **Pahaj Kunj**, Lohar Ali road, besides **Kanhvat Classes**, near **Jagdish Book Depot**, 5 mins walk from Thane west rly stn.

Website
https://quickxpertinfotech.com

Message on WhatsApp



©2026, Copyright QuickXpert Infotech