Crazy•nweb
• collaborate • innovate • educate

Opening Doors To
Digital Future

Since - 2010

Index

SACHIN DIXIT

On a Digital Mission
to make a
Digital World
through
Digital Marketing

ABOUT THE FOUNDER

Mr.Sachin Dixit is the Founder of Crazyonweb is among the pioneers of Digital Marketing in Indore since 2008. Till now he has personally trained and advised more than 2000+ students, professionals including CEO and Business owners In Indore. He started Crazyonweb with an aim to connect businesses and students to the digital world.

Sachin has started his digital marketing journey in 2008 and helped more than 100 brands, individuals and companies till now. Many clients across the globe benefited with his unique digital marketing strategies and consulting skills. He has a clear vision to grow bidirectional as an agency and training institute so that he can serve a large number of people. Students can be benefited at Crazyonweb by their unique clientele and a vast variety of live project & case studies.

ABOUT CRAZYONWEB

Crazyonweb, founded on 5th January 2010 is one of the oldest and the only Institute in Indore which is certified by NESBRD and CCERT for providing the highest grade education.

With 10+ years of experience in handling India, US, Canada, Russia, Germany's client projects and 8+ years of experience in training SEO, SEM, PPC, SMM, Wordpress, Blogging and pretty much everything that comes under the umbrella term of Digital Marketing. Trained 2000+ students since 2010 and counting.

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ABOUT THE TRAINERS

Sachin Dixit - Lead Trainer
10 Years Experience

Sansar Gupta - Lead Trainer
9 Years Experience

Niklank Jain - Trainer
8 Years Experience

Nikita Virag - Trainer
6 Years Experience

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About the Course

The course modules are designed keeping in mind their real implementations in the digital world and to enhance the skills to the next level. The courses are specifically targeted to Job-seekers, housewives, small business owners, corporate, students, skill developers, for startups and those who want to kick-start their business. Our courses contain each and every aspect of digital marketing so that our students can get perfection in this field.

36 MODULES

OUR COURSE PROGRAMS:

Foundation course in Digital Marketing (8 Modules)

Advance Certification In Digital Marketing (18 Modules)

Master Diploma in Digital Marketing (36 Modules)

Module - 1

What is digital marketing ?
What is the Need of digital marketing ?
Difference between digital marketing and traditional marketing ?
Components of digital marketing
Tools required in digital marketing
Case Study....Uber..Airbnb..Mastercard

Digial Marketing Fundamentals

Module - 2

Domain names and domain extensions
what is emd ?
Domain hosting, Cpanel & FTP accounts
What is website ?
Difference between website and blog ?
Technologies involved in website development ?
What is content management system CMS ?
Wordpress setup, Plugins, Themes
Wordpress customization

Website Planning and Structure

Module - 3

What is keywords ?
Types of keywords ?
LSI keywords
Tools for keyword research
Keyword match type [BM,BMM,EM,PM]

Keyword Planning

Module - 4

Evolution & Growth of Search Engines
How Search engine Works (google)
Basics of SEO
SEO Ranking factors (First page ranking hack)
Crawling,robots,spider
Google Indexing, Google SandBox, Google Algorithms
seo sucess pyramid

Search engine optimization

Website Structure
Keyword rich content
H1, Image Alt, Bold, Internal linking
Meta tags (Title, Description, keywords)
SEO Friendly Urls
SEO Tools

Onpage optimization

Website Speed optimization
AMP Pages and mobile optimization
Structured data and rich snippets
SSL (Secured socket layer)
301,302 Redirections
Error Page handeling 404, 500
Htaccess file
broken links
canonicalization
robots file
Sitemaps XML, HTML, Image, Video

Technical Seo

Directory Submission
Social bookmarking
Classfied Submission
Blog Commenting, Forum posting
Niche backlinking
Article submission
Guest Posting
Press Release Distribustion
Local listing
PBN & RSN

Off Page Optimization

On-Page & Off-Page Audit Strategy
SEO Audit Tools
Audit Report
Backlink Audit

SEO Audit

Google Panda
Google Penguin
Hummingbird
Fred
Google Algorithms Updates
MobileGidon

Google Updates

Module - 5

Google Analytics Setup
Google Webmasters setup
Bing Webmasters
Website tracking and monitoring tools
Website tracking data analysis
Google Tag Manager

Website Tracking & Monitoring

Module - 6

Introduction to google adwords
Where ads can be seen on Google ?
Ad Auction, Ad positioning, Ad Ranking Factors
AdWords Terminologies
Google Adwords account structure

Search engine marketing (PPC)

Bidding Strategies
CPC Bidding
CPM Bidding
Automated and Manual Bidding
Cost-Per-Acquisition (CPA)
Enhanced Cost-Per-Click (ECPC)
Keyword Targeting & Strategy
Keyword Match Types - Broad Phrase, Broad Match Modifier, Exact, Negative
Keyword Performance Reports

Search Network

Marketing Objectives to Display Advertisment
Display Ad Formats & Tools
Audience Targeting
Remarketing and Advanced Audience Selection
Advanced Targeting Methods
Dynamic Display ads

Display Network

What are Shopping Ads ?
Where PLA ads will appear ?
How shopping ads are helpfull for retailers ?
Merchant center Account Linking and setup
What are Product Feeds ?
How to create product Feeds ?
Shopping Campaigns and Adgroup Structuring
Product Segmentation and Grouping
Advance monitoring

Shopping Network

Video Network

What is Video Network ?
Types of VIdeo Ads (Instream ads,
Bumper ads, Video discovery ads)
Where Video ads will appear ?
Account and channel linkings
Ad creation and optimization
Audience targeting
Tracking and monitoring

Universal App Campaign

Adwords for Apps
Where the ads can appear
App Campaign optimization and bidding

Conversion Tracking

Conversion tracking for Forms
Videos and other action on website

Module - 7

Social Media Marketing

What is SMM?
Why is it used ?
Orientation to Social Media- Relevant
Stats (Global and Indian) with Success
Stories and Case studies

Creating a Facebook Marketing Strategy

Algorithms
Content Marketing
Leveraging Facebook Insights
Facebook Brand Pages Content Best
Practices
Facebook Targeting Options
Interest-Based Targeting
-Custom-Based Targeting
Retargeting or Facebook Exchange
Understanding Facebook Ad Structure
Payment Models
Ad Algorithms and Ad policy
Best Practices for Ad Content
Self Serve Ad Tools
Facebook analytics
Facebook page management

Twitter Marketing and Advertising

Introduction to Twitter Marketing
Understanding Twitter Lingo
Do's and Don'ts of Twitter Marketing
Case Studies
Customer Care on Twitter
Influencer Marketing
Power of Twitter and use of hashtags
Twitter Ads – Content & Targeting
Tools & Measurement

LinkedIn Marketing

Introduction to LinkedIn Marketing
How to Market
Personal Branding
Brand Marketing
LinkedIn Ads
LinkedIn Campaigns

Social Media Customer Care and Social Media Tools

ORM and Social Media Customer Care
How to Build Best Social CRM Tools- Buffer, Klout, TweetDeck
Campaign Analysis Tools- Hashtag.org, Tweet Archivist
Social Media Management tools 10- Step Social Media Strategy

Instagram, Pinterest and Snapchat Marketing

Understanding Instagram, Pinterest and Snapchat
Build Brand Following with Content Strategy How to Driving Engagement
Optimizing Profile and Best Practices
Influencer Marketing on Instagram
Analytics & Measurement Instagram Marketing Tool and Ads

Module - 8

Email Marketing

How to write Effective email content and subject line?
Deliverability
funneling
Why email automation is required?
Data analysis
Hyper personalization
Open rate tracking
Use of Tools for automation like Mailchimp

Module - 9

Content Writing

Defining Niche
How to write SEO optimised content
Understanding user Persona
Right place for Implementation of CTAs
Use of Proper Tags (h1,h2..)
Attractive Title and headings
Anchor Texts

Module - 10

What is Blogging?
How to define niche?
How to Do Blog SEO?
Blogging objective
How to make money like a Pro through Blog?
Case study..(Neil patel, Food bloggers,Travel bloggers)

Blogging

Module - 11

Think like buyer
Strategies
Role of CMS
How to choose from different content ideas
Types of Content
Understanding Buyer's Persona
Case Study..(Movies)

Content Marketing

Module - 12

Google Analytics
Custom Dash Boards
Advance Goal Setting
Advance Filters in GA
Advance event tracking
Custom Analytics Reporting
data visualizations and benchmarking
Heat Maps
In page analytics

Web Analytics

Module - 13

What is Video Marketing ?
Video Creation, Uploading and optimization
Youtube Channel Creation
Video Content and story line ups
Transition, Annotations, Cards and playlists
How to earn Like a Boss!
Case Study.. (Dhinchak Pooja, Tech Guruji)

Video Marketing (Youtube, Vimeo)

Module - 14

What is Affiliate Marketing?
How to earn from Affiliate Marketing?
How to be an Amazon Affiliate, Ebay, Snepdeal, Flipkart?
How to choose your Niche Affiliation?

Affiliate Marketing

Module - 15

What is Ad sense?
Account approval and account setup
Adsense Guidelines and requirements
Adsense Niche Research
Content and traffic strategy

Ad Sense

Module - 16

What is Ecommerce website ?
SEO for Ecommerce websites
Ecommerce Advertisment
Ecommerce Analytics and monitoring
PLA, Display and Dynamic Display ads

E-commerce Marketing

Module - 17

What is App store Optimization?
Why it's important?
How is App Seo done?
Difference between Website SEO and
App SEO.
Character Limit in Title and desc of
android and ios app
Keyword Research
Why ratings and reviews are important
factors of consideration in App?

App-Store Optimization

Module - 18

Understanding Freelancing
What are Freelancing portals?
Account setup and creation
Understanding The Project You are
Bidding
Drafting the Proposal
Sample Work
Payments

Freelancing

Module - 19

Competitor research techniques and
best practices.
How to identify the competitors in your
niche?
Determine the key strengths – for
example price, service, convenience,
inventory, etc.
Competitor SEO Strategies
Competitor Social media activities
Tools for Competitor Analysis

Competitor Research

Module - 20

Local Listing
Hands on Tools
Reviews, Ratings
Citation
Social media presence

Online Reputation Marketing (ORM)

Module - 21

What is inbound Marketing?
Why do we need it?
Stages of inbound marketing
Smarketing- When sales meet marketing.
Engaging Website vistors (right place to put CTAs)

Inbound Marketing

Module - 22

Basic HTML Tags for SEO
Head section and related tags
Body section and related tags
HTML editors
CSS (cascadding style sheet)
HTML Website building

HTML, CSS

Module - 23

What is Lead Generation?
Tools for Lead Generation
What are Rented attention and Owned attention?
Lead generation Challenges?
Sources of Lead generation

Lead Generation (Tools, Strategy, Scripts)

Module - 24

What is mobile marketing ?
Methods of mobile marketing
Proximity Based marketing system
Inn-game mobile marketing
Google Admob
push notifications
QR code
Mobile marketing Stg.
importance and future scope.

Mobile Marketing

Module - 25

What's Viral Marketing?
Who uses Viral Marketing?
Components of Viral marketing
Deadly Secrets of Viral Marketing.
What's Viral Marketing Research?
Viral Marketing niche
Case Study.. (Samsung-Apple, macOS-Windows, wikileaks, wittyfeed)

Viral Marketing

Module - 26

Whats AI?
Whats Machine Learning?
Who Taggers and how they help in machine learning?
How AI is used in SERP?
How AI is used in Ecom websites?
Use of AI in predictive analytics
Use of AI in Location based Ads
Future of AI
Case Study.. (Face Detecting, Ad rejection)
Hidden Dark Secrets of AI

Artificial Intelligence

Module - 27

Whats Psychology?
Impact of Psychology in buyers
Decision making process
Creating a need in user's mind
Secret of Better positioning of advertisements
Difference in psychology of Indian and US people
Trust building
Website User Behaviour Optimization
Design Principle
How does Color combination plays a important role in people's mind?
What does each color represents?
Secret of choosing the right color

Psychology in DM

Module - 28

What is influencer marketing?
Identifying influencers
Fake influences
EPV and CPA in influencer market
How influencers play a major role in the conversion process?
Dominant points of inflencer market (Reach, Act, Convert, Engage)
What are themed pages and what role it plays in Influencer Marketing?
Case Study (Amitabh Bachan: Maggi, deepika-ranveer : oppo-vivo)

Influencer marketing

Module - 29

What is Growth hacking
Who use it and why do we need it?
Why Product Market Fit is important?
What is OMTM (One Metric That Matters) ? and why to focus on it?
What's ESR and ESS (Experiment Success Ratio or Experiment Success Score)?
Growth Hack to achieve OMTM
What is Unicorn Growth Hack ?
User Personas
What is Channel Persona? and how should your channel look like for your niche?
Growth Triangle: Relationship between Patience, Budgets and Growth
Triple Peak Effect: Lifetime of any channel potentially in 3 phases - Early Adopters (Hacks), Early Majority (Organic), Late Majority (Paid)
Other People's Networks (OPNs)
Lean Analytics: Bare minimum tracking, reporting and analysis.

Growth Hacking

Module - 30

What is Project management ?
What is CRM ?
Why do we need it?
Advanced collaboration tools
Budget management
Milestone tracking
Portfolio management
Project planning
Task completion tracking
Workflow reports

Project Management and CRM

Module - 31

What Is A Website Audit
Website Audit Tools
Why Do I Need An Audit?
What A Good Audit Includes ?

Web Audit

Module - 32

Client Marketing Reporting Tools
Search engine optimisation reports
PPC Search engine marketing reports
PPC Display marketing reports
Social media marketing reports
Email marketing reports

Reporting

Module - 33

What are Cyber Laws ?
Importance is Cyber law
Intellectual Property Rights
Copyright Laws
Laws related to Trojan Attacks
Email Bombing and Spamming
Cyber Security
Privacy of Data (SSL security)

Cyber Laws

Module - 34

What is Integrated Marketing?
Understanding the main market segments.
Why is it used and why you shouldn't neglect it?
4 Ps of Digital Marketing
Better way of Using Integration in Digital Marketing
Case Study (Coca-cola,

Integrated Marketing

Module - 35

What is media planning
What is media Buying
Media Objectives
Media Strategies

Media Planning & Buying

Module - 36

Why Brand Storytelling Matters
What Kind of Stories are Most Effective in Marketing?
Specifics vs. Generalizations: Why Details Become Broad Appeal
The Best Mediums for Storytelling in Marketing

Art of Story Telling

CERTIFIED

CONGRATULATIONS
Certified Digital Marketing Professional

Google Analytics

Google Webmaster Tools

Google AdWords

unbounce

buffer

ANIMOTO

SimilarWeb

MAJESTIC

Hootsuite®

Alexa

WordPress

themeforest

AdRoll

pingdom

woorank

crazyegg

MailChimp

ahrefs

5

Our Placement Partners

InfoBeans
CREATING WOW!

PARKHYA SOLUTIONS

wittyfeed
beyondstories

ideavate
Ideavate Solutions

RUDRA

TriFid RESEARCH

GeeksPerHour
GET THE JOB DONE - QUICKLY!

AB Infotech
ADVANTAGEOUS BUSINESS

Data Flair

UNIQUE WEB WORLD

QuestFocus
FOR LEADERS, ASK A LEADER

epic research

PrinVido
Marketing Solutions

6 DEGREES IT
Simplify Technology

MMF INFOTECH

6

OUR APPROACH

LEARN FROM EXPERTS

At Crazyonweb, we don't have trainers. We have experienced Digital marketing professionals who share their knowledge and experience with you.

ASSIGNMENT

Practice makes a man perfect, Regular assignments will be given by the trainers to evaluate the learning capabilities of the students.

PRACTICAL TRAINING

At Crazyonweb we emphasis on practical training on live projects so that students can easily learn the Digital marketing concepts.

CERTIFICATE

Get an industry recognized valuable certificate from Crazyonweb & CCERT after completion of the Digital marketing course.

100% JOB ASSISTANCE

Crazyonweb is one of the oldest institute for digital marketing in indore offers 100% job assistance and help you to make your career in digital marketing.

PLACEMENTS

WE HOLD 100% JOB PLACEMENT RECORD

STUDENTS' SUCCESS STORIES

PRAMOD

We don't just believe in setting goals among the stars but we hit them too. Our student , Pramod Singh, placed at Kawasaki-shi, Japan, has made us proud by adding another page to our success book. With your hardwork and dedication, overseas placements are not a big deal now.

RAKESH

A teacher takes pride when his student follows his footsteps. Rakesh Patidar , our very talented student , is now brilliantly running his own Digital Marketing Agency, Unique Web World , in Indore. He serves a massive clientele from all over the world and we take pride in becoming a part of his successful journey.

NAMAN

Digital marketing acts as a catalyst for the success of every business, no matter even if you belong to stock and commodity trading. Our student , Naman BHawsar , is now an esteemed owner of a share trading and digital marketing firm . In his words, Digital marketing has provided him the mantra to achieve guaranteed success.

AVLEEN

A management student by qualification, a digital marketer by profession is now an artist by choice and an entrepreneur by passion. Avleen Chhabra , our student has successfully launched her dream startup , Creative Avleen , an art and craft institute, by skillfully implementing her Digital marketing wisdom and knowledge.

RIA

A multi-talented person with a desire to make an impact on the world, our student , Ria Bajaj, always wanted to write a success story of her own. With her venture, Recent N Decent, an interior designing firm, she has taken her startup and with Digital marketing skills now multiplying her success.

RUDRA

With the dream to deliver happiness to everyone in affordable prices , our student , Rudra Pratap has taken an initiative to do the same. Indore Florists, a cake and flower delivery service agency, is now spreading smiles not only in Indore but across India. In Rudra's words , conversion of dream into reality to reach this huge success has been made possible only through digital marketing .

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digital marketing training indore

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Crazyonweb- Digital Marketing Institute
4.9 ★★★★★ (67) · Training Centre
2 m · 205-206, Krishna Tower, 1/2 New Palasia, opp Curewell hospital · 0...   WEBSITE   DIRECTIONS
⭐ Saved in Starred places

rishabh verma
2 reviews
★★★★★ 5 days ago
Crazyonweb is the best digital marketing institute in indore.If you want a practical knowledge in this stream this institute is best.Sachin sir has good practical knowledge in this field and i suggest all student who are looking for Digital marketing crazyonweb is best institute.
Thanks sir for guidance😊

Shivani Joshi
1 review
★★★★★ 3 months ago - 🚩
It has been a great learning experience at crazyonweb. The informative training module covered all the topics in depth. Learning under a well experienced faculty (Sachin Sir), helped me to strengthen my knowledge and map theoretical & practical learning. Thank you crazyonweb to make us understand complex course in a simple way.

Arti Keshari
1 review
★★★★★ 2 months ago
Thank you Sachin sir, I got the best opportunity because of you. You make me able to got this opportunity.I suggest all the student to join CrazyOnWeb for learning digital marketing because this is the best and oldest digital marketing institute in Indore. It provides complete knowledge about digital marketing with practical and study material. It also conduct free demo classes and seminars.

Shivani Gupta
2 reviews
★★★★★ 3 months ago
Thank you CrazyonWeb for providing the Advanced Digital Marketing training. Amazing faculty who always ready to solve all your doubts and encourage you with outstanding ideas for nurturing and broadening your horizon. Overall I can say it is a GREAT journey with CrazyonWeb. Thank you very much.

mona parmar
1 review
★★★★★ 5 days ago
I joined Crazyonweb for a complete digital marketing course. I am really happy to get such a guidance and knowledge from Sachin sir. Each and every topic was explained in details with practical examples.

!!Thanks to Sachin Sir!!

Medha Rajput
1 review
★★★★★ 10 months ago
one of the best institute for digital marketing and SEO training. Being a fresher and from engineering background i did not know any thing about this field , Sachin sir helped me a lot, solved every single doubt and clear concepts very nicely .

STILL COUNTING …..

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What Industry Experts Says About
CRAZYONWEB

DIETMAR

My journey from Germany to India proved very fruitful with the competent & satisfying services for my app promotion by Crazyonweb.

F5BUDDY

Crazyonweb made it possible for us to achieve a great height in our online sales, brand awareness and create our mark in the industry.

LAW FIRMS MARKETING

Business is all about marketing and Crazyonweb always delivered us the promised and outstanding results in making our business grow tremendously on digital platform

NTIER INFOTECH

Crazyonweb is the most reliable , oldest and an ace player of the digital marketing industry known for its result oriented efforts.

IMMERSIVE INFOTECH

What an excellent impact any digital media can mark on a business is being taught to me by Crazyonweb. I am thankful to Mr.Sachin Dixit for his enduring services.
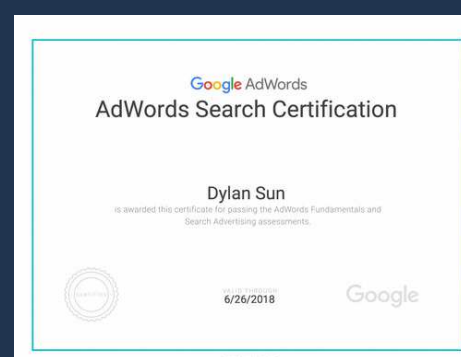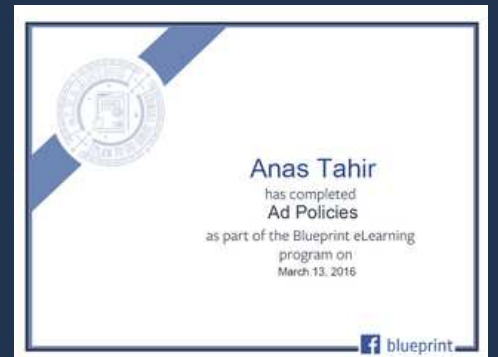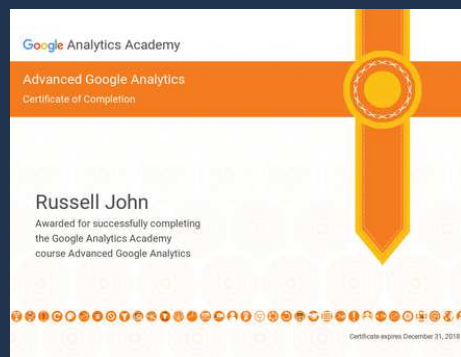
20 POINTS
Why You Should Join Crazyonweb

.Indore's only institute Certified by CCERT
.Indore's only institute Certified by Niesbud
.Appreciated and recommended by clients globally
.World class digital marketing training on 35 industry essential modules
.Crazyonweb featured many time in news and media
.Indore's most experienced (10+ Years) digital marketing faculty
.100% practical approach
.100% Job Placement guaranteed
.Comfortable, friendly classrooms and training labs
.Live case studies of digital marketing projects from across the globe
.Free tools worth 32,000 INR
.Free website and Hosting
.Industrial Visits on indore's best companies and start-ups
.Guest speakers from Digital marketing industry
.World class Digital marketing study material, books, ebooks and notes
.100% student satisfaction guaranteed
.timings (4 Batches in a day)
.Weekend classes available
.Career councelling and post training support available
.Economic fees, easy installment available

CERTIFICATES
YOU CAN EARN

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Thanks