

MEGA COURSE

Let's Dive into the Digital World Together!!



Mega Course (8 in 1) – Physical Training Course:

1. Wordpress Essentials:

- ✓ Set up a domain and hosting account
- ✓ Install WordPress on the MySQL database
- ✓ Plan their website by choosing color schemes, fonts, layouts, and more
- ✓ Search for themes in WordPress
- ✓ Select, install, and activate a theme
- ✓ Add posts to their website
- ✓ Create website pages
- ✓ Add images, photo galleries, and more
- ✓ Create tags for SEO and categories to organize their posts
- ✓ Use widgets and plugins
- ✓ Integrate WordPress with social media
- ✓ Site Setup for better Ui/UX
- ✓ Build Website

2. SEO (On-Page SEO, Off-Page SEO, Local SEO, Technical SEO)

- ✓ How Search Engine Works & rank websites
- ✓ Advanced Competitor Analysis
- ✓ Complete On-Page SEO
- ✓ Blogging (Basic to Advanced)
- ✓ Content Presentation
- ✓ Content Coverage
- ✓ Local SEO
- ✓ Link Building Strategies
- ✓ Whitehat Link Building Strategy
- ✓ Technical SEO
- ✓ Website Speed Optimization
- ✓ Core Web Vitals
- ✓ Google Search Console + Google AdSense
- ✓ Google Updates
- ✓ Building Assets
- ✓ SoftRank Strategies
- ✓ Google Trends
- ✓ Google Keyword Planner and many more...!!

3. Keyword Research:

- ✓ Find low competition keyword
- ✓ Manual Keyword Research
- ✓ Reverse Engineering
- ✓ Keyword Research by Moz
- ✓ Keyword Research by Ahref

4. Content Writing:

- ✓ What is Content Writing?
- ✓ Writing Techniques
- ✓ Content Presentation
- ✓ SEO Optimized Content
- ✓ Research Content
- ✓ Ideal Content Presentation
- ✓ Blog Writing
- ✓ Website Content Writing
- ✓ Product Description
- ✓ Keyword Density
- ✓ Plagiarism Removal Techniques

5. Video Editing:

- ✓ Camtasia Software Installation
- ✓ How to create Projects in Camtasia?
- ✓ Overview of Camtasia Software
- ✓ How to add Media in Project?
- ✓ How to Edit Videos in Camtasia Studio
- ✓ Effects, Transitions, Animation, Annotations
- ✓ Video Rendering Details & Format selection
- ✓ YouTube Intro's
- ✓ YouTube Outro's
- ✓ Professional Video Editing

6. Canva For Designing (Additional FREE)

- ✓ **Canva Pro FREE**
- ✓ How to Design YouTube Thumbnails & Channel Art in Canva?
- ✓ How to Design YouTube Intro & Outro in Canva?
- ✓ How to Design YouTube Thumbnails in Canva?
- ✓ How to Design Social Media Posts in Canva? (Fb, Instagram, Twitter, Pinterest, LinkedIn)
- ✓ How to Design Infographics in Canva?
- ✓ How to Design Posters, & Flyer in Canva?
- ✓ How to Design Professional Resume/CV in Canva?
- ✓ How to make videos in Canva?
- ✓ How to Make a Presentation in Canva?
- ✓ How to Design Business Card in Canva?
- ✓ How to Make templates & reuse for more productivity? and many more...!!

7. YouTube Earning Skills:

- ✓ How to Select Niche & Channel Name?
- ✓ How to Research Keyword on YouTube?
- ✓ How to Produce Content?
- ✓ YouTube Channel Creation
- ✓ How to Design YouTube Thumbnails & Channel Art in Canva?
- ✓ How to Design YouTube Intro & Outro in Canva?
- ✓ How to Design YouTube Thumbnails in Canva?
- ✓ Overview of YouTube Studio
- ✓ SEO Optimized YouTube Channel Settings
- ✓ Branding
- ✓ Important Extensions Setup
- ✓ Video Optimization
- ✓ Image/Thumbnail Optimization
- ✓ Uploading Video on YouTube with SEO
- ✓ Social Sharing

8. Freelancing:

- ✓ Define Freelancing?
- ✓ Identify different types of freelance marketplaces.
- ✓ Identify pros and cons to freelancing
- ✓ Identify and apply their strengths/skills in freelance market.
- ✓ Sign up as a freelancer at different platforms.
- ✓ Create an effective profile on freelance platforms.
- ✓ Search the right projects.
- ✓ Write a winning proposal.
- ✓ Define the importance of communication skills.
- ✓ Manage a project once it is awarded.
- ✓ Manage project payments.
- ✓ Identify the importance of feedback for profile.
- ✓ Identify the steps to keep projects coming.
- ✓ Identify the mistakes and problems every freelancer faces.
- ✓ Identify steps to become a Successful Freelancer.
- ✓ Identify the steps to grow as a freelancer.
- ✓ Identify how to retain existing client.
- ✓ FAQ: Fear of rejection.
- ✓ Building your assets choosing your customers.
- ✓ FAQ: Firing a client.
- ✓ Right place right time.
- ✓ SEO of a kingdom of one.
- ✓ Working for free.
- ✓ How to find Work on Social Platforms?
- ✓ Fiverr Account SETTINGS
- ✓ Overview of Fiverr Dashboard
- ✓ How to Find Low Competition Services?
- ✓ How to create Gigs?
- ✓ How to Promote Gigs?
- ✓ Fiverr TIPS & TRICKS, and many more about freelancing...!!