

# THE FUTURE TRACK

COMPUTER EDUCATION



विद्या परम बलम्

## JOB

# ORIENTED

# COURSE

100%

JOB GUARANTEE

### OUR SUCCESS STUDENTS



**CHANDAN YADAV**  
IN INK & PROMOTIONS



**VIJAY KUMAR**  
IN ECOM EXPERTS CENTER



**PIYUSH KUMAR**  
IN DE FUTURE TRACKS PVT LTD



**AJAY KUMAR**  
AS A FREELANCER



**MANORANJAN KUMAR**  
AS A FREELANCER



**SUMIT KUMAR**  
IN REBBI FOODS PVT LTD



**YUVRAJ KUMAR**  
AS A FREELANCER



**SAKTI KUMAR**  
AS A FREELANCER



**NADEEM KUMAR**  
AS A FREELANCER



**VIVEK KUMAR**  
AS A FREELANCER



**JOY KUMAR**  
AS A FREELANCER



**BITTU KUMAR**  
AS A FREELANCER



**CHANDAN YADAV**  
AS A FREELANCER



**CHANDAN YADAV**  
AS A FREELANCER



**PINTU KUMAR**  
AS A FREELANCER



**SANJAY**  
IN SANJAY PRINTERS SHOP

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**COURSE**

**MODULE**  
**01**



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✉ raushankmr75@gmail.com

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# Ms word 2021

## 1. File Tab

- New
- Open
- Save
- Save As
- Print
- Share
- Export
- Close
- Account
- Options
- Exit

## 2. Home Tab

- Clipboard (Cut, Copy, Paste)
- Font (Font style, Size, Color)
- Paragraph (Alignment, Bullets, Numbering)
- Styles (Formatting presets)
- Editing (Find, Replace)

## 3. Insert Tab

- Pages (Page Break, Cover Page)
- Tables (Insert Table)
- Illustrations (Pictures, Shapes)
- Add-ins (Add-on features)
- Links (Hyperlinks)
- Header & Footer
- Text (Text Box, WordArt)
- Symbol

## 4. Design Tab

- Document Formatting (Themes, Colors, Fonts)
- Page Background (Watermark, Page Color)
- Paragraph Spacing

# Ms word 2021

## 5. Layout Tab

- Page Setup (Margins, Orientation, Size)
- Paragraph (Indentation, Line Spacing)
- Arrange (Wrap Text, Position)

## 6. References Tab

- Table of Contents
- Footnotes
- Citations & Bibliography
- Captions
- Index
- Table of Authorities

## 7. Mailings Tab

- Create (Start Mail Merge, Select Recipients)
- Write & Insert Fields
- Preview Results
- Finish

## 8. Review Tab

- Proofing (Spelling, Grammar)
- Comments
- Tracking (Track Changes, Compare)
- Changes (Accept, Reject)
- Protect

## 9. View Tab

- Document Views (Print Layout, Read Mode, Web Layout)
- Show (Gridlines, Ruler)
- Zoom
- Window (Switch Windows, Split)
- Macros

## Ms word tools for Ai List

Copilot

Paxo

Knowlery

Grammarly

Chatgpt

[www.researcher-app.com](http://www.researcher-app.com)

# Ms Excel 2021

## EXCEL FROM SCRATCH

Touring the interface

Enter data & saving workbook

### FREE PREVIEW

Applying Formulas

Changing a worksheet's structure

Find, Replace & Spell Check

Applying fonts, background colors, and borders

Formatting numbers and dates

Making the pieces fit

Inserting headers & footers and Repeating Rows

Managing Large Workbooks

## Quiz 1EXCEL ESSENTIALS

Formula Writing (Don't Miss This)

### FREE PREVIEW

Exercise of Formula Writing (Don't Miss This)

Excel Files for practice(Please Download)

## Quiz 2SUM COUNT AVERAGE FUNCTIONALITY (WITH CONDITIONS)

SumIf & SumIifs

### FREE PREVIEW

Exercise of SumIf & SumIifs

Count Functions

Exercise of Count Functions

Averagelf & Averagelfs

Exercise of Averagelf & Averagelfs

## Excel files for practice (Please Download)

TEXT FUNCTIONS (MANIPULATING TEXT)

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# Ms Excel 2021

Change Case (Upper, Lower, Proper)  
Exercise of Change Case (Upper, Lower, Proper)  
Separating Text on Symmetrical Data  
Exercise of Separating Text on Symmetrical Data  
Separating Text on Non-Symmetrical Data  
Exercise of Separating Text on Non-Symmetrical Data

## **FREE PREVIEW**

Excel Files for Practice (Please Download)

## **LOGICAL FUNCTIONS (WORKING WITH CONDITIONS)**

If Functionality  
IF Functionality  
If with AND  
If with AND  
If with OR  
If with OR  
If with AND & OR, IF with Countif  
If with AND & OR  
Nested If (A Genie with 3 wishes)  
Nested If

Excel Files for Practice(Please Download)

## **LOOKUP FUNCTIONALITY (BURN SIMPLE FIND TECHNIQUE)**

Vlookup (Exact Match) # 1  
Vlookup (Exact Match) # 1 विद्या परम बलम ★  
Type of References (Use of \$ Sign)

## **Vlookup (Exact Match) # 2**

Double Vlookup  
Vlookup on Duplicate Values  
Vlookup (Approximate Match)  
Vlookup (Approximate Match)

# Ms Excel 2021

Vlookup with IF (Conditional Vlookup)

Exercise Vlookup with IF (Conditional Vlookup)

0608 Hlookup (Exact Match)

Exercise Hlookup (Exact Match)

Hlookup (Approximate Match)

Exercise Hlookup (Approximate Match)

Lookup (Don't Use This)

Exercise 0610 Lookup (Don't Use This)

Vlookup & Match (Create magical Vlookup)

Exercise 0611 Vlookup & Match ( Create a Magical Vlookup)

Match (Gives us Column & Row Number)

Exercise 0612 Match (Gives us Column & Row Number)

Index & Match (Made for each other)

Exercise number 1 of 0613 Index & Match (Made for each other)

Exercise number 2 of 0613 Index & Match (Made for each other)

Excel Files for Practice (Please Download)(A TRICKY GAME)

How Excel Records Date & Timer

Now, Today & Autofill

DateValue & TimeValue

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# Ms Excel 2021

Calculate WorkingDays

DatedIf

Excel Files for Practice (Please Download)8. FINANCIAL FUNCTIONS  
(USEFUL FOR NON-FINANCE GUYS TOO)

Loan Calculation (PMT, PPMT, IPMT etc.)

Ex Loan Calculation (PMT, PPMT, IPMT etc.)

Creating a Loan Table

Creating a Loan Table

Calculate Depreciation

Ex Calculate Depreciation

Excel Files for practice (Please Download)8. FINANCIAL FUNCTIONS  
(USEFUL FOR NON-FINANCE GUYS TOO)

Loan Calculation (PMT, PPMT, IPMT etc.)

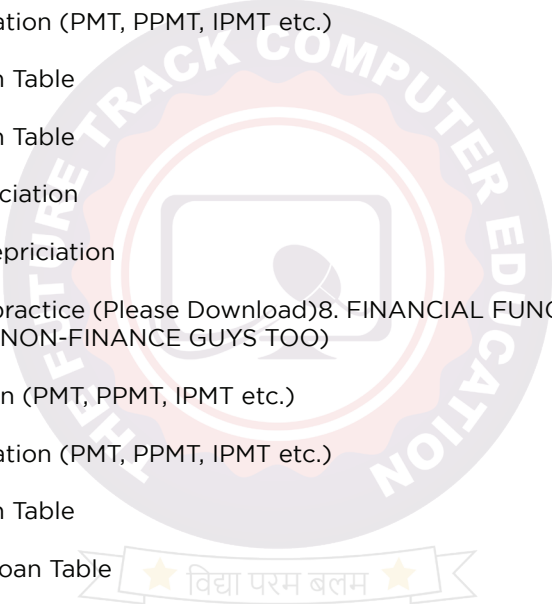
Ex Loan Calculation (PMT, PPMT, IPMT etc.)

Creating a Loan Table

Ex Creating a Loan Table

Calculate Depreciation

Ex Calculate Depreciation



# Ms Excel 2021

Excel Files for practice (Please Download)(MACROS)

New Chapter - Conditional Formatting

Highlight cells rules

Top Bottom Rules

Data Bars

Color Scales

Icon Sets

Function based Conditional Formatting

Exercise files for practice (please download)Tricks

How to create a Map Chart in Excel

How to use Forecast sheet in Excel

Excel Files for Practice (Please Download)

Analyze Data using Excel. Bonus Videos (In Hindi)

Why my excel file size is huge and how to reduce Excel file size

Problem of unwanted names when we create a copy of the sheet in Excel

New chart types in Excel 2019/Office 365 || Map Chart || Funnel Chart

How do you change the number format in Excel?

6 Types of Errors in Excel and how to resolve them

Excel Files for Practice (Please Download)

# PowerPoint 2021

## Certainly! Here's a topic-wise list for a course on Microsoft PowerPoint 2021 with AI integration:

Introduction to PowerPoint 2021  
Overview of PowerPoint 2021 features  
Navigating the user interface  
AI Features in PowerPoint  
Using Copilot for creating presentations  
AI-driven design suggestions  
Smart Lookup and Researcher tools  
Creating Presentations with AI  
Starting a new presentation with Copilot  
Adding slides and content with AI assistance  
Utilizing AI for custom slide designs  
Data Analysis and Reporting  
Integrating Excel charts and data with PowerPoint  
Using AI to interpret data and create infographics  
Enhancing Presentations with Multimedia  
Inserting and editing images with AI  
Adding videos and animations  
AI-powered captioning and transcription  
Collaboration Tools  
Real-time co-authoring

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# PowerPoint 2021

AI suggestions for collaborative editing

Delivering Effective Presentations

Rehearse with Coach feature

Audience engagement tools

Live translation and subtitles

Advanced AI Tools

Custom AI models for business analytics

Building interactive content with AI

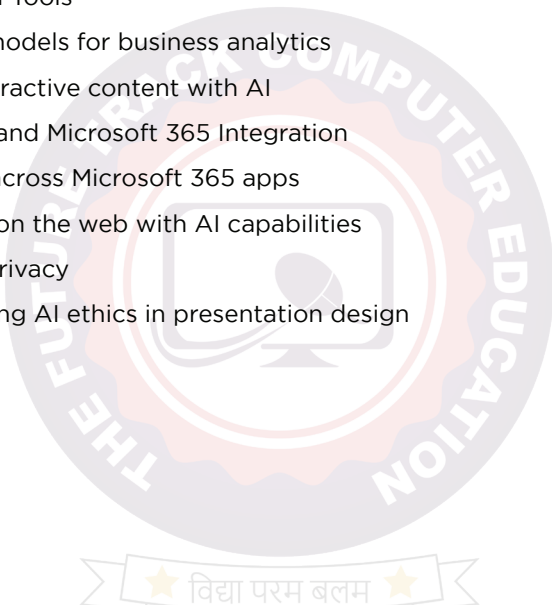
PowerPoint and Microsoft 365 Integration

Utilizing AI across Microsoft 365 apps

PowerPoint on the web with AI capabilities

Ethics and Privacy

Understanding AI ethics in presentation design



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# Google Workspace/suite

## Introduction to Google Workspace/suite

Overview of google

Overview of Google Workspace

Benefits and advantages

## Gmail

Setting up a Gmail account

Composing and sending emails

Managing emails (labels, filters, archiving)

Advanced Gmail settings

## Google Calendar

Creating and managing events

Sharing calendars and event invitations

Setting reminders and notifications

Integrating with other Google Workspace app

## Google Drive

Uploading, organizing, and managing files

Sharing files and folders

Collaborating on documents, spreadsheets, and presentations

Using Google Drive for file storage and backup

## Google Docs

Creating and formatting documents

Collaborating on documents in real-time

Adding images, links, and comments

Using templates and add-ons

## Google Sheets

Creating and formatting spreadsheets

Working with formulas and functions

Data visualization (charts, graphs)

Collaboration and sharing options

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# Google Workspace/suite

## Google Slides

Creating and formatting presentations  
Adding and formatting slides  
Inserting images, videos, and animations  
Collaboration features

## Google Forms

Creating and designing forms  
Adding questions (multiple choice, short answer, etc.)  
Setting up form responses (viewing, analyzing, exporting)  
Using forms for surveys, quizzes, and feedback

## Google Meet

Scheduling and joining meetings  
Managing meeting settings (audio, video, screen sharing)  
Using Google Meet for remote collaboration and communication

## Google Chat

Sending messages to individuals and groups  
Sharing files and links  
Using chat for real-time communication within Google Workspace

## Google Sites

Creating and designing websites  
Adding content (text, images, videos)  
Customizing site layout and theme  
Publishing and sharing websites

## Google Keep

Creating and organizing notes  
Setting reminders and notifications  
Using labels and colors to categorize notes  
Integrating with other Google Workspace apps

# Google Workspace/suite

## Google Tasks

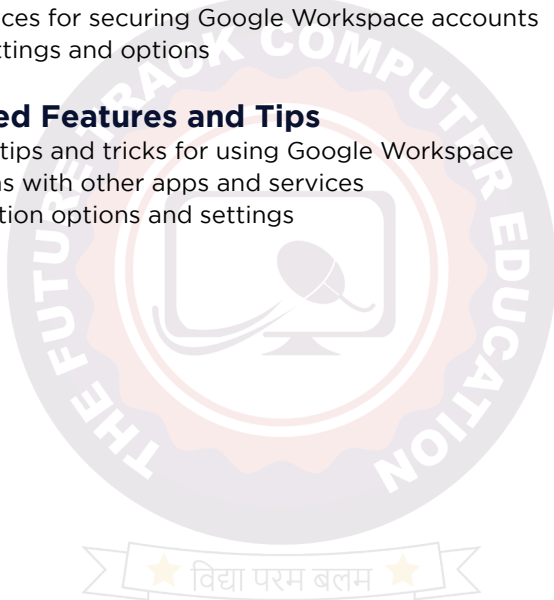
- Creating and organizing tasks
- Setting due dates and priorities
- Managing task lists
- Integrating with Google Calendar and Gmail

## Security and Privacy

- Overview of Google Workspace security features
- Best practices for securing Google Workspace accounts
- Privacy settings and options

## Advanced Features and Tips

- Advanced tips and tricks for using Google Workspace
- Integrations with other apps and services
- Customization options and settings



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# GRAPHIC DESIGN

Course Content



★ विद्या परम बलम ★

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# Which software will we study in graphic design?



Adobe Illustrator



Adobe Photoshop



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# Adobe Illustrator

## 1. Starting Adobe Illustrator

### 1. Preparing for Launch

Launching the program from the beginning and looking at the different types of documents that can be created in Adobe Illustrator.

### 2. CMYK vs RGB

Covering the differences between CMYK and RGB.

### 3. Art Boards

How and why to use art boards when working in Adobe Illustrator.

### 4. Creating Your First Document

Creating and saving your first document.



## 2. Exploring the Interface / Navigation

### 1. Overview of the Tools

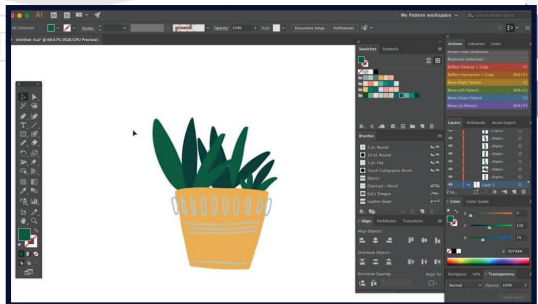
Once setting up a document we will take a look at the basic tools that you will want to know about and how to navigate the toolbar interface.

### 2. Overview of the Panels

Taking a look at the panels that you will want to know about and how to use them.

### 3. Overview of the Menus

Browsing the different menus that you will want to know about and briefly covering the different things that can be found in each menu.



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# Adobe Illustrator

## 3. Rulers, Grids, and Guides

### 1. Oh Snap

Learn how to use Rulers, grids, Smart Guides and guides that snap into place.

## 4. Working with Layers

### 1. Layers on Layers on Layers

Learn about working with layers - how to create them, stack and reorder them, hide them, and delete them.

## 5. Selection Tools

### 1. Different Tools to Get the Job Done

We will take a look at the different tools and methods available for making selections (Selection Tool, Direct Selection Tool, Magic Wand, and Lasso Tool).

## 6. Shape Tools

### 1. All Shapes and Sizes

Covering the different types of basic shapes that can be made and how to scale them, rotate or flip them, and manipulate them.

## 7. Adding Color

### 1. Fill vs Stroke

How to toggle between fill and stroke and how to change the settings for each.

### 2. Swatches

Using and saving colors to the Swatches Panel.

### 3. Gradients

How to apply linear and radial gradients.



# Adobe Illustrator

## 8. Using the Pen Tool

### 1. Getting Familiar with the Pen Tool

An introduction to the Pen Tool and how to use it. Will discuss Anchor Points / Handles and how to add or remove points from shapes.

### 2. The Curvature Tool

A brief look at the Curvature Tool and how it can be used with the Pen Tool.

## 9. Using Brushes and Custom Brushes

### 1. Preset Brushes

A basic demonstration of how to use the default / preset brushes in Illustrator.

### 2. Custom Brushes

How to create, save, and load your own Illustrator brushes.

## 10. Using the Shaper Tool

### 1. Shaper Tool Basics

How to use the Shaper Tool to quickly scribble and manipulate shapes.

## 11. Using the Eraser Tools

### 1. Easy Erasing

Showing how you can erase shapes or parts of shapes.

### 2. Cut it Out

Using the Scissor Tool and Knife Tool.

## 12. Using the Blend Tool

### 1. The Art of The Blend Tool

How to blend lines or shapes either gradually or with a specified number of steps.



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# Adobe Illustrator

## 13. Type Tool Basics

### 1. Adjusting Size, Style, and Spacing

Covering the basics of how to add text and adjust the size, style, kerning, and linespacing.

### 2. Justified

How to format and justify copy.

### 3. Type on a Path

How to add type to a path.

## 14. Using the Free Transform Tool

### 1. Transformers

How to distort shapes and type.

### 2. Putting Things in Perspective

How to add perspective to your shapes and text.



## 15. Object Based Tools

### 1. Scaling Objects

How to quickly and easily scale any object using percentages using the Scale Tool.

### 2. Rotating Objects

Rotate objects or shapes or create a series of shapes on a circular path.



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# Adobe Illustrator

## 16. Merging Shapes Together

### 1. Shape Builder Tools

How to use the Shape Builder Tool.

### 2. The Pathfinder

How to use the Pathfinder Tool to manipulate shapes.

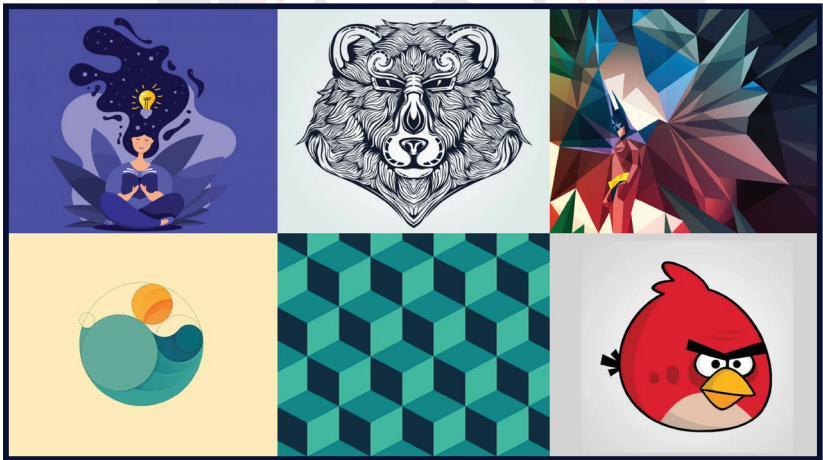
## 17. How to Use Masks

### 1. Masking Basics

Masking shapes or text using shapes.

### 2. Opacity Masks

Using opacity masks to mask gradients or highlights inside of shapes and text.



# THE END

# Adobe Photoshop

## 1. Interface Introduction to Adobe Photoshop

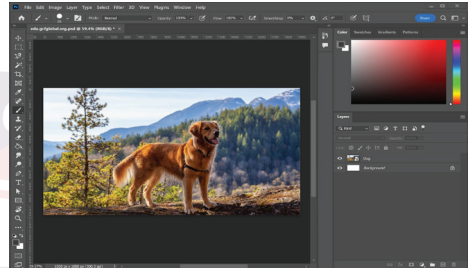
Panels & Workspaces in Adobe Photoshop  
How to create a workspace  
Raster Image principles

## 2. Image size, Dimension, & Resolution

Image size  
Design for print  
Design for digital

## 3. Layers

Layers intro  
Layer types  
Selecting layers & structure  
Toggle visibility  
Transparency  
Rename Layer  
Toggle opacity  
Create new layer  
Delete layer  
Lock layers  
Link layers  
Layer groups  
Layer colours



## 4. Colour

Swatch panel  
Colour panel  
Colour picker menu  
Extract colour from image  
Save swatch  
Use pantones  
Opacity  
Colour Mode



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# Adobe Photoshop

## 5. Handy Tips for beginners

Undo

Zooming

Maneuvering

Layer tips & shortcuts

Aligning

Rulers & guides

Image size, canvas size & crop

Full screen & toggle panels

Rotate canvas

Grid



## 6. Making selections

Selections with the Marquee tool

Selections with the Lasso tools

Selections with the Magic wand tool

Selection tips

Select layer outline

Save selection

Copy & paste

## 7. Transform tools

Free transform

Ward transform

Perspective transform

## 8. Using brushes

Brush panels

Using the brush

Customise a brush

Save custom brush

## 9. Eraser tool & Layer masking

Erasing pixels

Layer masking



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# Adobe Photoshop

## 10. Shape tool

Type principals

Create examples with the type tool

## 11. Layer styles

What are layer styles

Create a layer style

Fill & Opacity

## 12. Paths & the Pen tool

What is the pen tool & paths

Examples

Create a path

Create raster shape

Make selection

Create a custom shape

Draw a shape

Essential training

Smart objects

What are smart objects?

Create a smart object

Colour adjustment

## 13. Adjustment layers

Essential training, more on adjustment layer

Filters

Blending modes

Saving

Setting up a document

Setup a document for print

Setup guides

Create a gradient background



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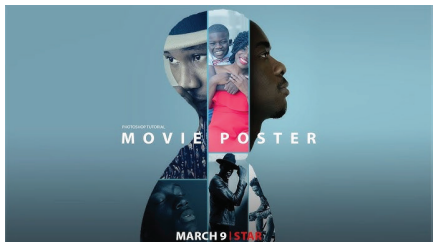
# Adobe Photoshop

## 3D paper type effect

Create a new document

Create type

Create shadow effects



# THE END

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**03**



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# TALLY

Topics	
Days	Particulars
Day 1	Create Company
	Select Company
	Shut Company
	Alter Company
	Delete Company
	Security Password
	Tally Vault Password
Day 2	Balance Sheet
Day 3	Profit and Loss
	Trial Balance
Day 4	Golden Rule
Day 5	Journal Entry Ai
Day 6	Adjustment Entry
Day 7	Purchase and sale
Day 8	Project
Day 9	Discount
	Actual and Bill <small>वेद्या परम बलम</small>
Day 10	Debit and Credit Note
Day 11	Location(Stock Journal and Physical Stock)
Day 12	Cost of Purchase
	Multi Price Level

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# TALLY

Days 13	Project
Day 14	Stock Group and Stock Categories
	Zero Value
Day 15	Cost Categories and Cost Center
	Budget
Day 16	Banking Features,BRS
Day 17	Point of Sale
	Rejection in and Rejection out
Day 18	Purchase Order and Sale Order
Day 19	Expiry
	Multi Currency
Day 20	Interest Calculataion
Day 21	Bill of Material(Manufacturing)
Day 22	Job Costing
Day 23	Project Ai
Day 24	VAT AND CST
Day 25	Introducation of GST
Day 26	CGST and SGST with Ai
Day 27	IGST and Ut GST with Ai
Day 28	CESS and TCS
Day 29	Project Ai

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# TALLY

Day 30	TDS
Day 31	Payroll
Day 32	ODBC
GST Filling	
Days	Particulars
Days 1	GST Registration
	Regular Registration
	Composition Registration
	Casual Registration
Day 2	Project
Days 3	Data Backup in Pen Drive
Days 4	How to Register in GST Portal
Days 5	Place of Supply
Days 6	Time of Supply
Days 7	Value of Supply
	Project
Days 8	GST Filling in Portal
Days 9	Income Tax Introductaton
Days 10	Income Tax
Days 11	Income Tax Filling

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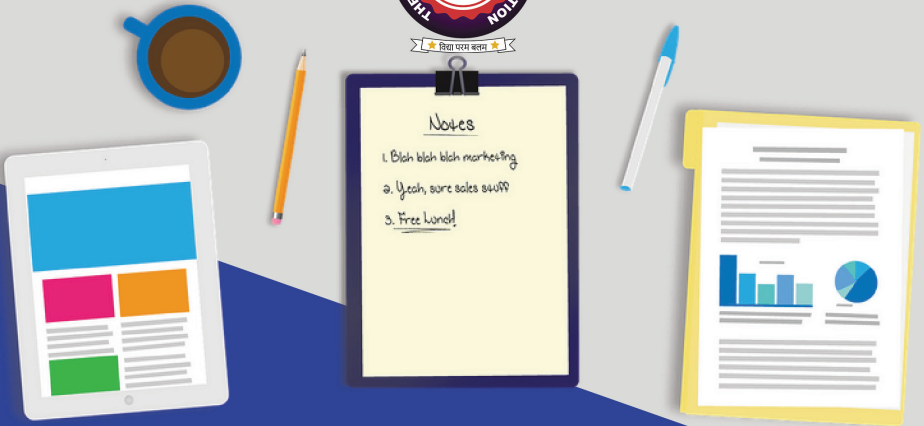
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## COMPUTER EDUCATION



Be Beginner to advance Marketer

# DIGITAL MARKETING COURSE



ADD - CITY CENTRE , LOWER  
GROUND ( DHANBAD )

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# PROGRAM IS BEST SUITED FOR



Entrepreneurs



College Students



Marketing Professionals



Job Seekers

## WHY YOU SHOULD LEARN DIGITAL MARKETING



PWC has forecasted that digital advertising will reach a whopping \$240 billion in 2019, increasing from \$135 billion in 2014.

**JOB**

Top MNC'S & new age startups in India looking for experts in digital marketing . Small Businesses also in the queue..

**SELF**

Digital marketing opens door to Self- employment , freelancing, youtube creator club & blogging.

**20+**

Job profiles after one course- SEO , Social Media Manager, Digital Marketing Analyst etc.



# SALIENT FEATURES



It's an Experienced Marketers initiative.



Weekly Assignments



Placement Assistance



Certificate as Proof of Training



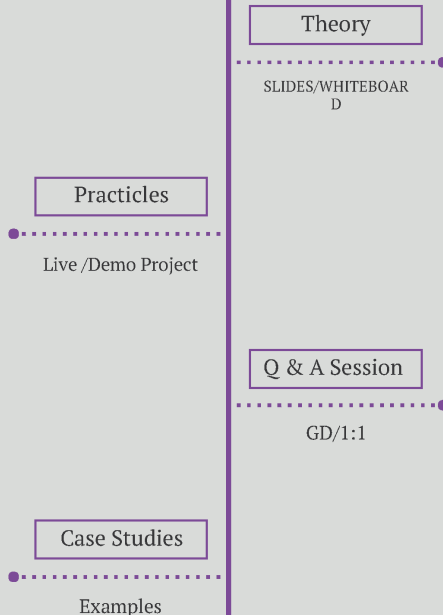
Practical Training with Live Projects.



24 x 7 Support

## COURSE SCHEDULE

- 3 Months (Weekend Batches, Sat-Sun)
- or 45-50 Hours
- For Batches availability get in touch with us at [Marketer.Asia](https://Marketer.Asia)



# OUR COURSES INCLUDE



Digital Marketing  
Introduction



Digital Marketing Vs.  
Traditional Marketing



Website Planning  
Process



Search Engine  
Optimization



Social Media  
Marketing



Google  
Analytics



Google Adwords & Online  
Display Advertising



Email  
Marketing



Content  
Marketing



App Store  
Optimization



Affiliate  
Marketing



Blogging & Freelancing  
to Make Money



# WEBSITE PLANNING PROCESS

- What is Internet?
- Understanding domain names & domain extensions
- Different types of websites
- Based on functionality
- Based on purpose
- Planning & Conceptualising a Website
- Booking a domain name & web hosting
- Adding domain name to web Server
- Adding webpages & content
- Adding Plugins
- Building website using CMS in Class
- Identifying objective of website
- Deciding on number of pages required
- Planning for engagement options
- Landing Pages & Optimization
- Creating blueprint of every webpage
- Best & Worst Examples



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# SEARCH ENGINE OPTIMIZATION

## Understand Search Engines & Google

- What is SEO?
- Introduction to SERP
- What are search engines?
- How search engines work
- Major functions of a search engine
- What are keywords?
- Different types of keywords
- Google keyword planner tool
- Keywords research process
- Understanding keywords mix
- Long Tail Keywords
- Google Search Tips & Hacks



## On-Page SEO

Keyword Research with Google Keyword Planner.

What is the difference between keywords stuffing & KW placement

How to Select a Domain Name?

Page Naming {URL Structuring} and Folder Naming

Image Naming, Image Title and ALT Tags Creation

What are Meta Tags, Description.

Robots, Keywords, Author

Redirection Tags

Headings Tags {H1 to H6}

What is Content Writing?

SEO Friendly Content Writing {Insert keywords in content}

Anchor Text, Link Title

Internal linking

Robots.text file use and creation

HTML Sitemap creation

XML Site Map Creation

Site Tracking Tools (Google Webmaster Tool, Google Analytics Tool)

Why is Alexa?

Alexa Integration

## Off-Page SEO

What is OFF-Page Optimization?

What are Backlinks?

Why Backlinks are Important?

How to Get Backlinks?

Difference Between Do-Follow and No-Follow Backlinks

What is Google Page Rank?

How to Increase Page Rank?

Search Engine Submissions

Directory Submissions

Article Writing and submissions

Press Release writing and submissions

Blog Posting and comment writing

Classifieds posting

Forum Posting

Business Listing

Social Bookmarking

Social Networking

RSS Feeds

Do's and Dont's of link building

Easy link acquisition techniques

Domain Authority & How to Increase

# SEARCH ENGINE ALGORITHMS

What is Search Engine's Algorithms?  
How Algorithms Works?  
Why a Search Engine needs to update its Algorithm?  
Search Engine Penalties and Recoveries.  
Why a Search Engine penalizes a Website?  
How to optimize your site for Google Hummingbird Algorithm?  
What is Google Panda Algorithm?  
What is Google Penguin?  
What is Google EMD Update?  
How to save your site from Google Panda, Penguin and EMD Update?  
How to recover your site from Panda, Penguin and EMD  
How to optimize your site for Google Hummingbird Algorithm?  
What is Google Panda Algorithm?  
What is Google Penguin?  
What is Google EMD Update?  
How to save your site from Google Panda, Penguin and EMD Update?  
How to recover your site from Panda, Penguin and EMD



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# LOCAL SEO & SEO PROJECT ESSENTIALS

- What is Local SEO?
- Google places optimization
- Classified submissions
- Citation
- NAP
- Top tools for SEO
- Monitoring SEO process
- Preparing SEO reports
- How to create SEO Strategy for your business
- What is link juice?
- Importance of domain and page authority



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# SOCIAL MEDIA MARKETING

What is Social Media?

Understanding the existing Social Media paradigms & psychology

How social media marketing is different than others

Forms of Internet marketing

Facebook marketing

Understanding Facebook marketing

Practical session 1

Creating Facebook page

Uploading contacts for invitation

Exercise on fan page wall posting

Increasing fans on fan page

How to do marketing on fan page (with examples)

Fan engagement

Important apps to do fan page marketing

Facebook advertising

Types of Facebook advertising

Best practices for Facebook advertising

Understanding Facebook best practices

Understanding edgerank and art of engagement

Practical Session 2

Creating Facebook advertising campaign

Targeting in ad campaign

Payment module- CPC vs CPM vs CPA

Setting up conversion tracking

Using power editor tool for adv.

Advanced Facebook advertising using tools like Qwaya

- LinkedIn Marketing
- What is LinkedIn?
- Understanding LinkedIn
- Company profile vs Individual profiles
- Understanding LinkedIn groups
- How to do marketing on LinkedIn groups
- LinkedIn advertising & its best practices
- Increasing ROI from LinkedIn ads
- LinkedIn publishing
- Company pages
- Adv on LinkedIn
- Display vs text
- Twitter Marketing
- Understanding Twitter
- Tools to listen & measure Influence on Twitter: TweetDeck, Klout, PeerIndex
- How to do marketing on Twitter
- Black hat techniques of twitter marketing
- Advertising on Twitter
- Creating campaigns
- Types of ads
- Tools for twitter marketing
- Twitter Advertising
- Twitter Cards
- Video Marketing
- Understanding Video Campaign
- Creating 1st Video Campaign
- Importance of video marketing
- Benefits of video marketing
- Uploading videos on video marketing websites
- Using youtube for business
- Developing youtube video marketing Strategy
- Bringing visitors from youtube videos to your website
- Creating Video ADgroups
- Targeting Options
- Understanding Bid Strategy



# GOOGLE ANALYTICS

- Introduction to Google Analytics
- How Google analytics works
- Understanding Google analytics account structure
- Understanding Google analytics insights
- Understanding cookie tracking
- Types of cookie tracking used by Google analytics
- Starting with Google analytics
- How to set up analytics account
- How to add analytics code in website
- Understanding goals and conversions
- How to setup goals
- Understanding different types of goals
- Understanding bounce & bounce rate
- Difference between exit rate & bounce rate
- How to reduce bounce rate
- How to set up funnels in goals
- Importance of funnels
- How to integrate adwords and analytics account
- Benefits of integrating adwords & analytics
- Measuring performance of marketing campaigns via Google analytics
- What is link tagging
- How to set up link tagging
- Understanding filters & segments
- How to set up filters & segments
- How to view customized reports
- Monitoring traffic sources
- Monitoring traffic behavior
- Taking corrective actions if required



# GOOGLE ADWORDS & ONLINE DISPLAY ADVERTISING

- Google AdWords Overview
- Understanding inorganic search results
- Introduction to Google Adwords & PPC advertising
- Overview of Microsoft Adcenter (Bing & Yahoo)
- Setting up Google Adwords account
- Understanding Adwords account structure
- Campaigns, Adgroups, Ads, Keywords, etc
- Types of Advertising campaigns- Search, Display, Shopping & video
- Difference between search & display campaign
- Understanding Adwords Algorithm
- How does Adwords rank ads
- Understanding Adwords algorithm (adrank) in detail with examples
- What is quality score
- Why quality score is important
- What is CTR?
- Why CTR is important?
- Understanding bids
- Creating Search Campaigns
- Types of Search Campaigns - Standard, All features, dynamic search & product listing
- Google merchant center.
- Creating our 1st search campaign
- Doing campaign level settings
- Understanding location targeting
- Different types of location targeting
- What is bidding strategy?



# GOOGLE ADWORDS & ONLINE DISPLAY ADVERTISING

- Understanding different types of bid strategy- 1 Manual 2 Auto
- Advanced level bid strategies- 1 Enhanced CPC 2 CPA
- What are flexible bidding strategies?
- Understanding flexible bidding strategy
- Pros & Cons of different bid strategies
- Understanding ad-extensions
- Types of ad-extensions
- Adding ad-extensions in our campaign
- Creating adgroups
- Finding relevant adgroups options using tools
- Creating adgroups using tool
- Understanding keywords
- Finding relevant keywords
- Adding keywords in ad-group
- Using keyword planner tool
- Understanding types of keywords
- Board, Phrase, exact, synonym & negative
- Examples of types of keywords
- Pros and cons of diff. types of keywords
- **Creating ads**
- Understanding ad metrics
- Display & destination URL
- How to write a compelling ad copy
- Best & worst examples of ads Creating ads
- **Tracking Performance/Conversion**
- What is conversion tracking?
- Why is it important
- How to set up conversion tracking
- Adding tracking code in your website
- Checking conversion stats
- Optimizing Search Campaigns
- How to optimize campaigns at the time of creation?
- Optimizing campaign via adgroups



# GOOGLE ADWORDS & ONLINE DISPLAY ADVERTISING

- Importance of CTR in optimization
  - How to increase CTR
  - Importance of quality score in optimization
  - How to increase quality score
  - Importance of negative keywords in optimization
  - Evaluating campaign stats
  - Optimizing with conversion report
  - Optimizing with keywords
  - Optimizing performing keywords
  - Optimizing non performing keywords
  - How to decrease CPC
  - Analyzing your competitors performance
- Creating Display Campaign
  - Types of display campaigns-
  - All features, Mobile app, Remarketing, Engagement
  - Creating 1st display campaign
  - Difference in search & display campaign settings
  - Doing campaign level settings
  - Understanding CPM bid strategy
  - Advance settings
  - Ad-scheduling
  - Ad-delivery
  - Understanding ads placement
  - Creating diff. adgroups
  - Using display planner tool
  - Finding relevant websites for ads placement
  - Creating text ads
  - Creating banner ads using tools
  - Uploading banner ads
  - Optimizing Display Campaign
  - Remarketing
  - What is remarketing?
  - Setting up remarketing campaign
  - Creating Remarketing lists
  - Advanced Level list creation
  - Custom audience



# ONLINE DISPLAY ADVERTISING

- What is Online Advertising?
- Types of Online Advertising
- **Display Advertising**
- Banner ads
- Rich Media ads
- Pop ups and Pop under ads
- **Contextual advertising**
- In Text ads
- In Image ads
- In video ads
- In page ads
- What are Payment Modules?
- Companies that provide online advertising solution
- Tracking & Measuring ROI of online adv.
- Assignment on allocating funds to various
- Different Online advertising platforms
- Creating Banner Ads Using Tools



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# EMAIL MARKETING

What is email marketing?

How email works?

Challenges faced in sending bulk emails

How to overcome these challenges?

Types of email marketing- Opt-in & bulk emailing

What is opt-in email marketing?

Setting up email marketing account

Best platforms to do opt-in email marketing

Setting up lists & web form

Creating a broadcast email

What are auto responders?

Setting up auto responders

How to do bulk emailing?

Best practices to send bulk emails

Tricks to land in inbox instead of spam folder

Top email marketing software's & a glimpse of how to use them

Improving ROI with A/B testing



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# LEAD GENERATION FOR BUSINESS

- Understanding lead generation for business
- Why lead generation is important?
- Understanding landing pages
- Understanding thank-you page
- Landing page vs website
- Best practices to create a landing page
- Best practices to create a thank-you page
- Practical exercise-creating a landing page
- Types of landing pages
- Reviewing landing pages created by trainees
- What is A/B testing?
- How to do A/B testing
- Selecting landing pages after A/B testing
- Converting leads into sales
- Creating lead nurturing strategy
- Understanding lead funnel
- Steps in leads nurturing



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# CONTENT MARKETING

- What is Content Marketing?
- Introduction to content marketing
- Objective of content marketing
- Content marketing 7 step strategy building process
- 18 types of content with examples
- How to write great compelling content
- Keyword research for content ideas
- Optimizing content for search engines
- Discussing authority blog
- Steps towards developing authority blog
- Ways to monetizing authority blog
- How to market your content?
- Debate- Doesn't great content just spread by itself
- Understanding second customer
- Importance of second customer
- How to increase second customer
- Understanding online influencers
- 10 ways to connect with online influencers
- 35 unique ways to write magnetic headlines
- 180 examples of magnetic headlines
- How to increase opt-in email list with content marketing with examples
- Case study on content marketing



# APP STORE OPTIMIZATION

- What is app store optimization?
- Why App Store Optimization is Important
- App Stores- Google Play , iTunes App Store
- How Google Play ranking works
- Keyword Research Based on App Stores Search
- Creating Title
- Choosing Keyword
- Use of Keywordtool.io
- Choose Category
- Write Description
- Creating Visual Assets
- \* Icon, Screenshot, Social media, App Marketing Video
- \* What ASO tools you need to use in 2017
- App Analytics tools



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# AFFILIATE MARKETING

- What is affiliate marketing?
- 3 A's of affiliate marketing
- How people make millions of dollar in affiliate marketing?
- Affiliate marketing history
- Changes in affiliate marketing industry over the year
- Affiliate marketing scenario in India
- How to be a super affiliate?
- Different ways to do affiliate marketing
- Affiliate marketing secrets
- How your trainer makes money in affiliate marketing?
- Live examples of how people are making money as an affiliate
- Getting your started as an affiliate
- Getting you approved as an affiliate from India's top affiliate agencies
- Some of the top affiliate network in the world
- How to get approved as an affiliate by world's top affiliate company-commission
- junction [www.cj.com](http://www.cj.com)
- Trainers shares his secrets of affiliate marketing
- Story telling- trainer shows his live example of how he is making money these
- days as an affiliate



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# BLOGGING & FREELANCING TO MAKE MONEY

- What is adsense?
- How to get approved for adsense?
- Cool trick to get adsense approval by Google
- Using your adsense account interface
- Placing ads on your blog
- Creating blogs with our FREE theme
- Then we will share 1 secret method Through which you will
- make money with adsense



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