

**Training,
Placement,
and
IT Support Expert**

OUR SERVICES

ABOUT OUR COMPANY



Training and Development

Get online and offline courses from the world's Leading experts.



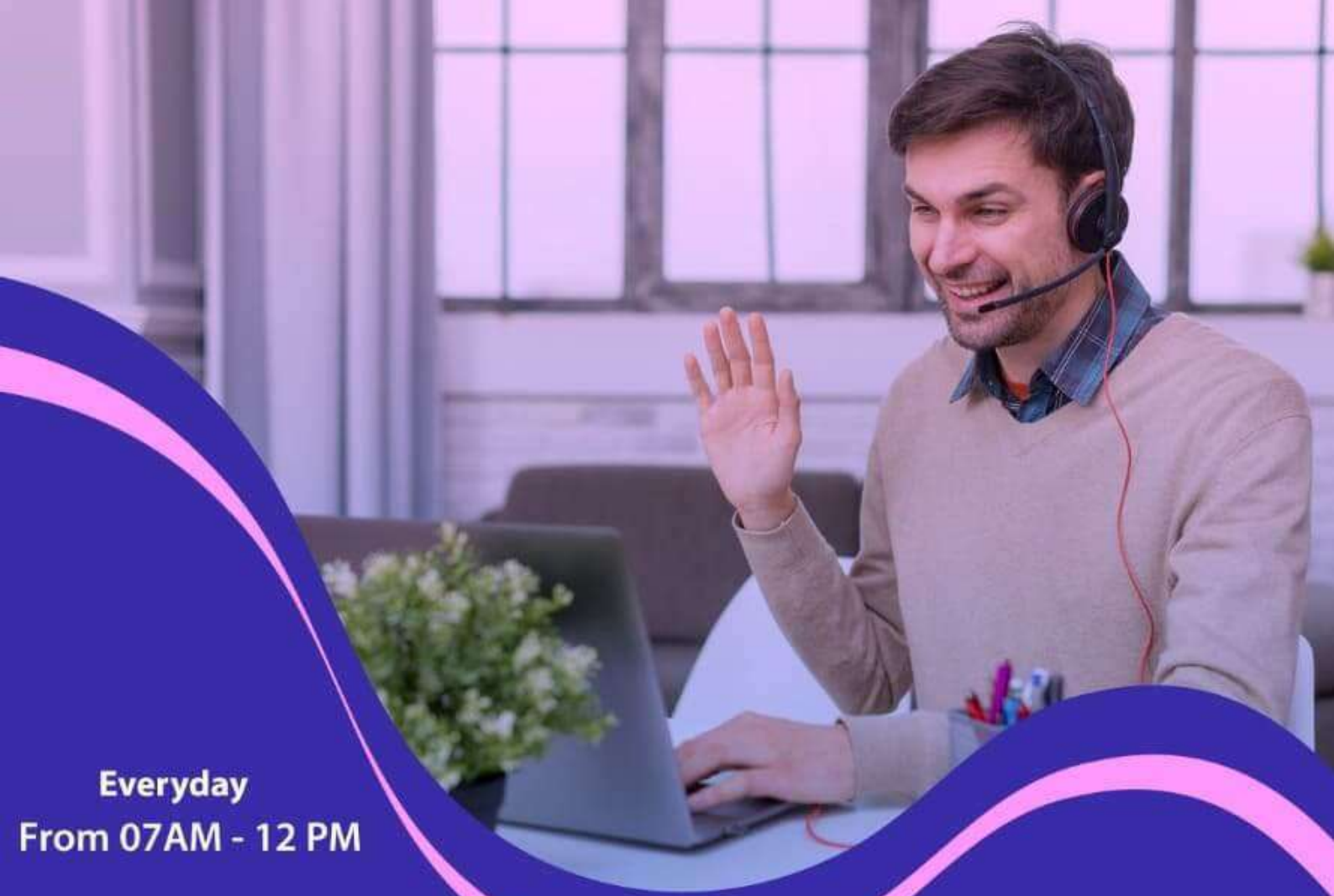
Technical Support

Provides Outsourced and Technical Support, Remote Support.



Client Management

Service Provider of International Business Consultant Services.



Everyday
From 07AM - 12 PM

Learn From Certified Classroom / Online Job in 50 days assured

Take a Free Demo
Class



The quality of our classes is pristine and excellent for the students and companies too who want their employees to be updated with the advanced programming systems. Rexton IT Solutions is the only place where you can get the courses in your budget and flexibly designed for the trainees.



www.rextonitsolutions.com



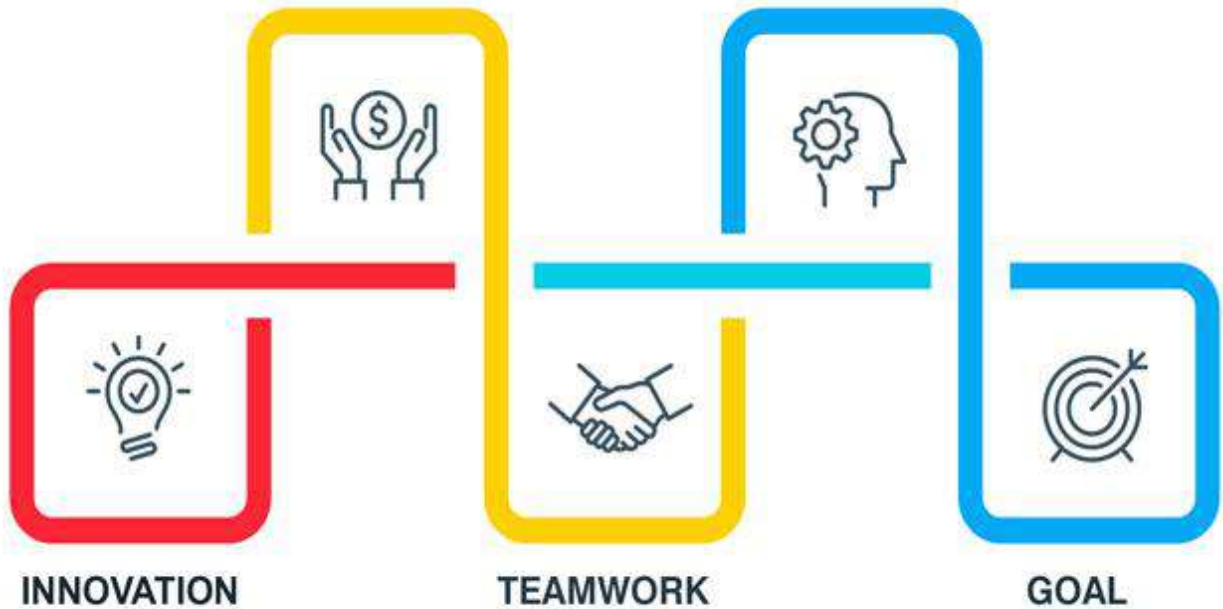
Team Work and Strategy

Good Team , Best Results



CAREER

STRATEGY



1 1 to 1 TRAINING

4 INTERVIEW PREPARATION

2 CERTIFY TRAINERS

5 CERTIFICATION GURANTEE

3 LIVE PROJECT

6 PLACEMENT GURANTEE

DIGITAL MARKETING TRAINING MODULE

Digital Marketing Certification Training

LIVE Project Training

Introduction to Digital Marketing

- What Exactly is Digital Marketing
- Digital Marketing Vs Traditional Marketing
- What is B2B & B2C Marketing?
- How to Start Digital Marketing?
- What is Traffic?
- What is Keywords?
- One By One Process Of Digital Marketing
- How to get Traffic?
- How to Engage Traffic on Website?
- Types Of Lead& Conversion
- How to Retain your Web Customer?
- Analysis your Traffic Sources & ROI
- Benefit Of Digital marketing

Website Planning & Creation

- How to Create Blueprint of Website?
- Objective of Website
- Deciding Position of Images & Content
- How to make your website faster than Others?
- How to Create a website in Wordpress?
- Choosing the right domain name for your website
- Choosing a hosting platform Installing WordPress within 5 minutes

- Choosing the right free/paid wordpress theme for your blog
- How to setup Google Webmaster tools and Google analytics for your blog?
- Plugins you need for your WordPress blog/Website

Search Engine Optimization (on Page SEO)

- What is SEO?
- What is SERP?
- What is ON Page seo?
- How to Select a Domain Name?
- Page Naming (URL Structuring) Image Naming, Image Title and ALT Tags Creation
- What are Meta Tittle
- What Is Meta Description
- Headings Tags {H1 to H6}
- What is Content Writing?
- SEO Friendly Content Writing {Insert keywords in content} Anchor Text, Link Title
- Robots.text file use and creation
- HTML Sitemap creation
- XML Site Map Creation
- Tools for seoSite Tracking Tools (Google Webmaster Tool, Google Analytics Tool

Off Page SEO

- 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
- What is Page Rank?
- What is PA & DA?

Advance SEO Knowledge

- 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?
- Black Hat SEO(Use at your Own Risk)

SEO tools

Ahrefs, Small Seo Tools, Moz, Semrush etc

Google Adwords(Search Advertising)

- Introduction to PPC & Adwords
- Setting Up Google Adwords Account
- Payment Option- Which is better ?
- Create First Campaign

- Understanding Adgroup, Ads, Keyword Concept
- Learn Bidding Strategy
- Geo Targeting Site Link Extensions
- Phone Extensions
- Local Extension
- Review Extension
- What is Quality Score?
- What is CTR?
- Conversion Tracking CPC/CPM
- How to Optimize your cost?
- How to Maintain QS & High CTR ?

Re-marketing

- How to use Shared Library?
- What is Audience?
- How to Create Remarketing List?
- Setting Up your First Remarketing Campaign

Display Advertising

- What is Display Advertising?
- Understanding Display Setting Concept
- Frequency Capping
- Type Of Display Network
- Understanding Display Planner Tools
- Display Targeting Optimization
- Display Keywords Targeting
- Placement Targeting

- Topics & Demographics Targeting
- Understanding Conservative Targeting
- Aggressive Targeting (Display Campaign Optimizer)
- Tips & Tricks

Shopping Ads

- What is Shopping Ads?
- Creating & Verify Google Merchant Center Account
- Add Product in your MCA
- Understanding all required Fields for Product Listing.
- Add your Product in feeds using Google Seats
- Automatic Item Updates
- Linking MCA to Adwords Account

Video Ads

- What Is Video Ads?
- Video Ads Format
- In-stream or video discovery ads
- Bumper ads: 6-second video ads
- Different Bidding Method
- Linking your YouTube accounts to Adwords
- Types of Video Targeting Method
- Selecting Best Targeting Method for your ads
- Tips for Creating Video Ads

Tracking Performance and Measurement with

- What is Google Analytics?

- How Google Analytics works?
- Accounts, profiles and users navigation
- Google Analytics
- Basic metrics
- The main sections of Google Analytics reports
- Traffic Sources
- Direct, referring, and search traffic
- Campaigns
- Visitors Analysis Unique visitors
- Geographic and language information
- Actionable Insights and the Big Picture
- Recap of Google Analytics reports and tools
- Finding actionable insights
- Common mistakes analysts make
- Additional Web analytics tools

Social Media Marketing

- What is Social media Marketing
- How to market Company's Product On Social Media
- Why Social Media is Important?
- Create your Profile One by one
- Facebook Marketing
- History of Facebook
- How to market on Facebook
- Create your Company Page, Group
- How to manage your One week Post in Advance
- How to increase your Facebook Likes (White hat)

- How to get likes in bulk (Do it at your Own Risk)
- How to Engage your Fan on Page
- Make your Post Viral
- Do some extra activity (Updated part)
- Facebook PPC (Advertisement)
- Example of some Successful Facebook Page
- Twitter Marketing
- Introduction to Twitter
- Create your Profile
- Why is it Microblogging?
- How to increase Followers (White & Black hat)
- How to Market your Product
- Understanding # (Hashtag) concept
- Advertising on Twitter
- Tools for Twitter Marketing
- Example of Successful Twitter Company Page
- Pinterest Marketing
- What exactly is Pinterest?
- How it's different from other Social Media?
- How to promote Business on Pinterest?
- How to increase followers on Pinterest?
- How it can help you to Promote your content?
- Pinterest Analytics
- Quora Marketing
- Introduction to Quora
- How Quora helps in Content marketing?
- How to reply on Quora Question?

- Create Quora Ad

Email Marketing

- What is Email Marketing?
- What is Opt-in & double opt-in database?
- What is Subscriber database?
- Email Marketing Software
- Email Marketing Online Tools
- Bulk email service provider
- What is SMTP Server?
- Rules of sending Bulk mail
- Setting auto responder email
- Best practice to send bulk mail
- Few tricks to send mail in inbox directly
- What is CAN-SPAM Act?
- What is A/B testing?
- Create your First email Campaign
- How to track Open/bounce/unsubscribed Email?

Youtube Marketing

- Introduction to youtube
- Creating Multiple Chanel in Single Account
- Tools to create Videos
- How to add Annotation, subtitles & cards
- Search optimization of videos
- Tools to optimize Videos
- Instream & bumper ad in youtube Video

- Monetization Tricks to make Money from youtube
- Distribution of Videos for ranking
- Youtube Analytics

Lead Generation

- Definition of an online sales Lead
- Cold, Warm and Hot leads
- What is landing page?
- Difference Between Landing page & Website
- How to create landing page?
- How to use Thank you page?
- Tools to create landing page
- What is A/B testing?
- Lead Funnel Converting Leads into sales through internet Marketing

Mobile Marketing

- What is mobile marketing?
- Why is it important in current Scenario?
- What is mobile website?
- Tools to create Mobile app
- Ads on Mobile app
- How to do seo for mobile app search?
- Tools to create Mobile Website
- SMS marketing
- TRAI rules & Regulations for Mobile Marketing

Content Marketing

- What is Content Marketing?
- Objective of content Marketing
- Why “Content is King” for SEO scenario?
- How to write SEO friendly Content?
- How to become content writer?
- Tools for content writing
- How to Spin other website content?
- How to promote your content online?

Google AdSense (Blogging)

- AdSense Program overview & Features
- How to get approved for adsense?
- Few tricks to get approval by Google
- How to put ads on your blog?
- How to receive a check from Google each month through Google adsense?
- Building an AdSense network with multiple AdSense website

Affiliate Marketing

- What is affiliate Marketing?
- Making Money from affiliate marketing revolution
- Overview of affiliate Marketing networks
- Indian websites with best affiliate Programs
- Secrets of Affiliates marketing
- Live Examples of Affiliates Marketing
- What is www.cj.com?
- How to approve for world largest Affiliates Websites [cj.com](http://www.cj.com)?

Clients Feedback and Customer Satisfaction



Client's Feedback



16-LPA



I found the right guide in form of Rexton IT Solutions to attain my goal. They allow me to scale my capability and it feels great to know that you are ready to solve all the IT solutions with ease. I

Gaurav
Administrator

Client's Feedback



11-LPA



I was looking for a course that can pump my career and help me in getting the highest position in a company on the basis of skills I possess. I came across Rexton IT Solutions and immediately joined it. The positive vibes I got from the trainers motivated me to achieve something in my professional life.

Amit
Network Administrator

Client's Feedback



9-LPA



Rexton IT Solutions offer the best training, paper modules and testing. This helped me get a job in a well-recognized organization. I appreciate and thank them to make everything simple for me.

Pooja
Network Engineer

Client's Feedback



11.5-LPA



I am happy to get the opportunity to talk about the Rexton IT Solutions. My honest views regarding the training center are that no one offers such kind of environment. The trainers are well-versed with the courses and update the students with latest technologies time-to-time.

Mirdul
System Admin

Client's Feedback

Client's Feedback

Our Valuable Clients

TAKE A FREE CONSULTATION WITH ONE OF OUR B2B MARKETING EXPERTS



orange

HCL



NTT DATA

Tech
Mahindra



accenture

SOPHOS

Airtel

Infosys



Honeywell

motherson

AON



Contact us!

Rexton IT Solutions Pvt. Ltd.

C-28, Sector-2 Noida, 201301

PH- 01204117766 / 9999051150

Email:- contact@rextonitsolutions.com

Web:- www.rextonitsolutions.com



Thank You