



Digital Marketing Diploma Course

SEO · Google Ads · Social Media · WordPress · Content Marketing



BECOME A CERTIFIED DIGITAL MARKETER



GOVERNMENT RECOGNISED CERTIFICATION



EST. 2019 · KOLKATA

₹23,999

Your Choice

Why Choose A to Z Academy?

We combine real-world practice with career-focused curriculum to make you job-ready from day one.



Practical Hands-On Training

Learn by doing – real campaigns, real tools, real results.



Updated Curriculum

Always aligned with the latest industry trends and platforms.



Experienced Professionals

Learn from active digital marketers with proven track records.



Career-Focused Skills

Every module is designed to make you hireable and freelance-ready.



Government Recognised Certificate

Earn a credential that employers and clients trust.



OUR STORY

Built on a Mission to Empower

1

2019 – Founded in Kolkata

A to Z Academy was established with a vision to make quality digital marketing education accessible to all.

2

Practical Training Approach

Shifted from theory-heavy teaching to live project-based learning that mirrors real agency work.

3

Certification Process

Introduced a government-recognised certification pathway to validate student skills for employers.

4

Career Growth Success

Hundreds of graduates now working in agencies, freelancing, or running their own digital businesses.

IS THIS COURSE FOR YOU?

Who Can Join

This course is designed for anyone ready to build a future in digital marketing – no prior experience required.



Students & Graduates

Kickstart your career with in-demand digital skills.



Entrepreneurs & Business Owners

Grow your brand and generate leads online.



Designers & Developers

Add marketing expertise to your creative skill set.



Content Creators & Writers

Monetize your content with strategy and SEO.



Career Switchers

Transition into one of the fastest-growing industries.



Digital Marketing Enthusiasts

Turn your passion for digital into a professional career.

CURRICULUM OVERVIEW

What You Will Learn

SEO & Google Ranking

Dominate search results with on-page, off-page, and technical SEO.

Google Ads & Paid Marketing

Run high-ROI campaigns on Google and Bing ad networks.

Social Media Marketing

Build audiences and drive engagement on every major platform.

WordPress Website Creation

Design and launch professional websites without coding.

Content Marketing

Create content strategies that attract, engage, and convert.

Lead Generation

Build funnels that capture and nurture high-quality leads.

Online Reputation Management

Protect and grow your brand's image across the web.

Interview Preparation

Build confidence and skills to ace digital marketing interviews.

Course Modules – Foundation

Build a rock-solid base in digital marketing fundamentals before advancing to specialized skills.

Internet Marketing Basics

Understand the digital ecosystem, channels, and how online marketing works.

WordPress Website Creation

Build functional, attractive websites using WordPress – no coding needed.

SEO – On-Page, Off-Page & Technical

Master all three pillars of search engine optimization for lasting rankings.

Local SEO & Google Business Profile

Help businesses rank in local searches and Google Maps results.

SEM – Google & Bing Ads

Create and manage paid search campaigns that deliver measurable ROI.

SMO, SMM & Facebook/Instagram Marketing

Grow organic reach and run paid social campaigns on Meta platforms.

Course Modules – Advanced

Take your skills to the next level with advanced strategies used by top digital marketers and agencies.

Blogging & Content Marketing

Develop content strategies that drive organic traffic and build authority.

Online Reputation Management

Monitor, manage, and improve brand perception across digital platforms.

Lead Generation Funnels

Design high-converting funnels that capture and nurture qualified leads.

Affiliate Marketing

Earn passive income by promoting products and building affiliate networks.

SEO Reporting Tools

Master SEMrush, Google Search Console, and Analytics for data-driven decisions.

Job Preparation & Interview Skills

Resume building, mock interviews, and portfolio creation for job readiness.

TOOLS YOU WILL MASTER

Industry-Standard Toolkit

Hands-on practice with the exact tools used by top digital marketing professionals and agencies worldwide.



Google Ads

Search, Display, Shopping, and YouTube campaign management.



Meta Ads

Facebook and Instagram paid advertising and audience targeting.



SEMrush

Keyword research, competitor analysis, and SEO audits.



Canva

Create stunning visuals, ads, and social media graphics with ease.



CERTIFICATION

Government Recognised Certificate

Upon successful completion, you receive a **Government Recognised Certification** that validates your skills to employers, clients, and freelance platforms worldwide.

Project-Based Learning

Work on live campaigns and real-world projects to build a portfolio.

Verified Credential

A trusted certificate recognised by government bodies and industry.

Interview Confidence

Dedicated training to help you ace interviews and land your first role.

CAREER OUTCOMES

Where This Course Takes You



Get Hired

Land roles as an SEO specialist, social media manager, PPC analyst, or digital marketing executive.



Freelance Globally

Offer services on Upwork, Fiverr, and LinkedIn to clients around the world.



Grow Your Business

Apply digital marketing strategies directly to your own brand or startup for measurable growth.

Thank You

We look forward to being part of your digital journey.



Kolkata's Premier Digital Marketing Institute

EST. 2019

GOVERNMENT RECOGNISED

PRACTICAL TRAINING



Website

www.atozacademy.net



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Location

Kolkata, India

Enroll Today, Limited Seats Available.