



CYBER HOOKS

A C A D E M Y

Dedicated To Excellence
Digital Marketing

Session 2025-2026



Introduction



Welcome to Cyberhooks Academy

At Cyberhooks Academy, we provide expert Digital Marketing training to help individuals and businesses grow their online presence and achieve measurable results. Our courses cover essential topics such as Search Engine Optimization (SEO), Social Media Marketing, Google Ads, Content Marketing, Email Marketing, and Web Analytics.

Through hands-on projects and real-world case studies, we equip you with the skills to plan, execute, and optimize effective digital marketing campaigns and become a professional in the digital marketing industry.





Modules of the course

- Introduction to Digital Marketing
- Website Planning & Development
- Search Engine Optimization (SEO)
- Content Marketing
- Social Media Marketing (SMM)
- Search Engine Marketing (SEM) / Google Ads
- Email Marketing
- Affiliate Marketing
- Influencer Marketing
- Web Analytics & Reporting



Introduction to Digital Marketing & Website Planning & Creation

- What is Digital Marketing
- Importance of Digital Marketing
- Traditional vs Digital Marketing
- Digital Marketing Channels
- Career opportunities in Digital Marketing
- Domain & Hosting basics
- Introduction to WordPress
- Website structure and design
- Landing pages
- Website optimization basics



Search Engine Optimization (SEO) *& Content Marketing*

- Introduction to SEO
- Keyword research
- On-page SEO
- Off-page SEO
- Technical SEO
- SEO tools (Google Search Console, keyword tools)
- Content strategy
- Blogging basics
- Copywriting techniques
- Content planning and calendar
- Visual content creation



Social Media Marketing (SMM) & Search Engine Marketing (SEM)

- Introduction to social media marketing
- Facebook marketing
- Instagram marketing
- LinkedIn marketing
- YouTube marketing
- Social media content strategy
- Introduction to paid advertising
- Google Ads basics
- Search ads
- Display ads
- Campaign optimization



Email Marketing & Affiliate Marketing

- Email marketing basics
- Email campaign creation
- Email list building
- Automation tools
- Performance tracking
- Introduction to affiliate marketing
- Affiliate platforms
- Creating affiliate campaigns
- Tracking and commissions



Influencer Marketing & Web Analytics



- Introduction to influencer marketing
- Finding influencers
- Collaboration strategies
- Campaign management
- Introduction to analytics
- Google Analytics basics
- Tracking website traffic
- Conversion tracking
- Campaign performance analysis



Our Training Partners



EC - Council

EC-Council offers globally recognized cybersecurity certifications, including CEH, CND, and ECIH, to help professionals advance in the field.



N.S.D.C

NSDC is a government-backed organization in India focused on enhancing skill development and vocational training to boost employability.



Skill India

Skill India is an initiative by the Indian government aimed at providing youth with skills training to enhance employability and drive economic growth.



Nasscom

NASSCOM is India's trade association for the IT and BPO industries, driving growth and innovation.

Job Assistance Training

Business Communication:

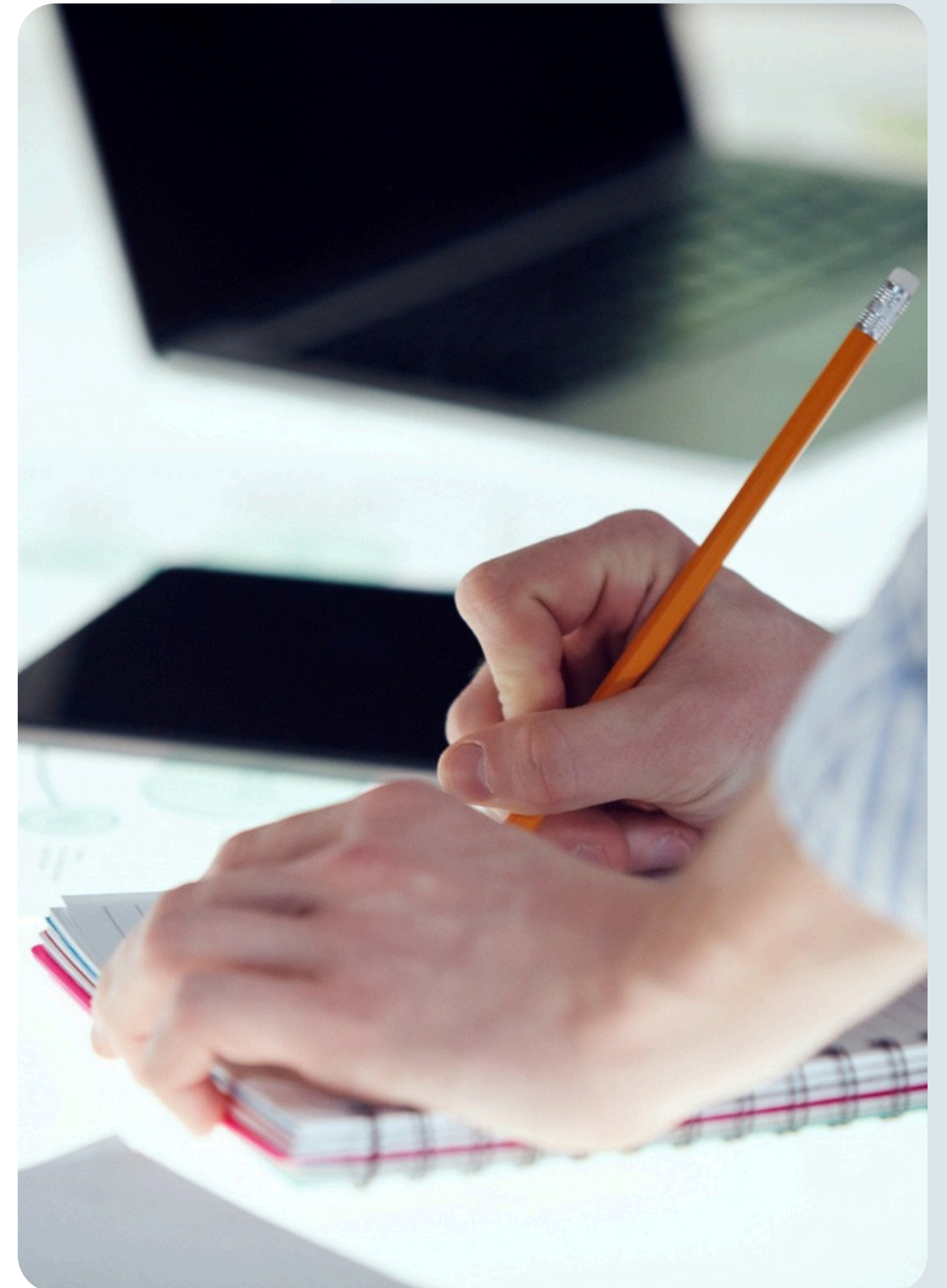
- Business communication involves sharing information within and outside the organization to achieve goals and foster relationships.
- It includes written, verbal, and digital methods, requiring clarity, listening, and adaptability.

Personality Development:

- Personality development involves improving character, behavior, communication skills, and emotional intelligence for personal and professional growth.
- It focuses on building self-confidence, enhancing relationships, and developing a positive mindset.

Interview Training:

- Interview training helps you prepare for job interviews by improving communication, answering techniques, and showcasing your strengths.
- It focuses on building confidence, handling common interview questions, and mastering professional body language



Our Placed Students



**Lakshya
Jonwal**



**Vikram
Rathod**



Vansh



**Arpan
Dewadi**



**Sahil
Maan**



Anuj



Our Hiring Partners



Get in Touch with us.



"Get in touch with us today to learn more and take the next step toward success!"



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*Join us for
Better Future*

