



Search Engine Optimization (SEO) By BIDM

DURATION: 3 MONTHS

CENTERS: BANGALORE | DEHRADUN

Your Gateway to a Bright
Career in the **Digital World!**



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BANGALORE INSTITUTE OF DIGITAL MARKETING

WHO WE ARE?

Bangalore Institute of Digital Marketing was founded with a mission to bridge the digital skills gap in India by offering high-quality, hands-on training in digital marketing and related fields. With a team of experienced industry professionals, modern teaching methodologies, and a student-centric approach, we ensure our learners gain not just theoretical knowledge but real-world experience. Our goal is simple — to create future-ready digital professionals who are confident, competent, and creative.

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ABOUT COURSE

The **Certificate in Search Engine Optimization** offered by Bangalore Institute of Digital Marketing (BIDM) is designed to provide learners with in-depth knowledge and hands-on training in Search Engine Optimization. Whether you're a student, marketing professional, entrepreneur, or freelancer, this course will equip you with the skills required to increase a website's visibility and improve its performance on search engines like Google, Bing, and Yahoo.



LEARN FROM EXPERTS

➔ What You Will Learn?

In this SEO course at BIDM, you'll learn how to optimize websites for higher search engine rankings through keyword research, on-page and off-page SEO, technical SEO, and content strategy. You'll also master tools like Google Analytics and Search Console, perform SEO audits, and implement real-world strategies for organic growth and local SEO success.

➔ CAREER OPPORTUNITIES

➔ SEO Executive / Specialist

➔ Content Strategist

➔ Digital Marketing Executive

➔ SEO Specialist

➔ Technical SEO Expert

➔ SEO Project Manager

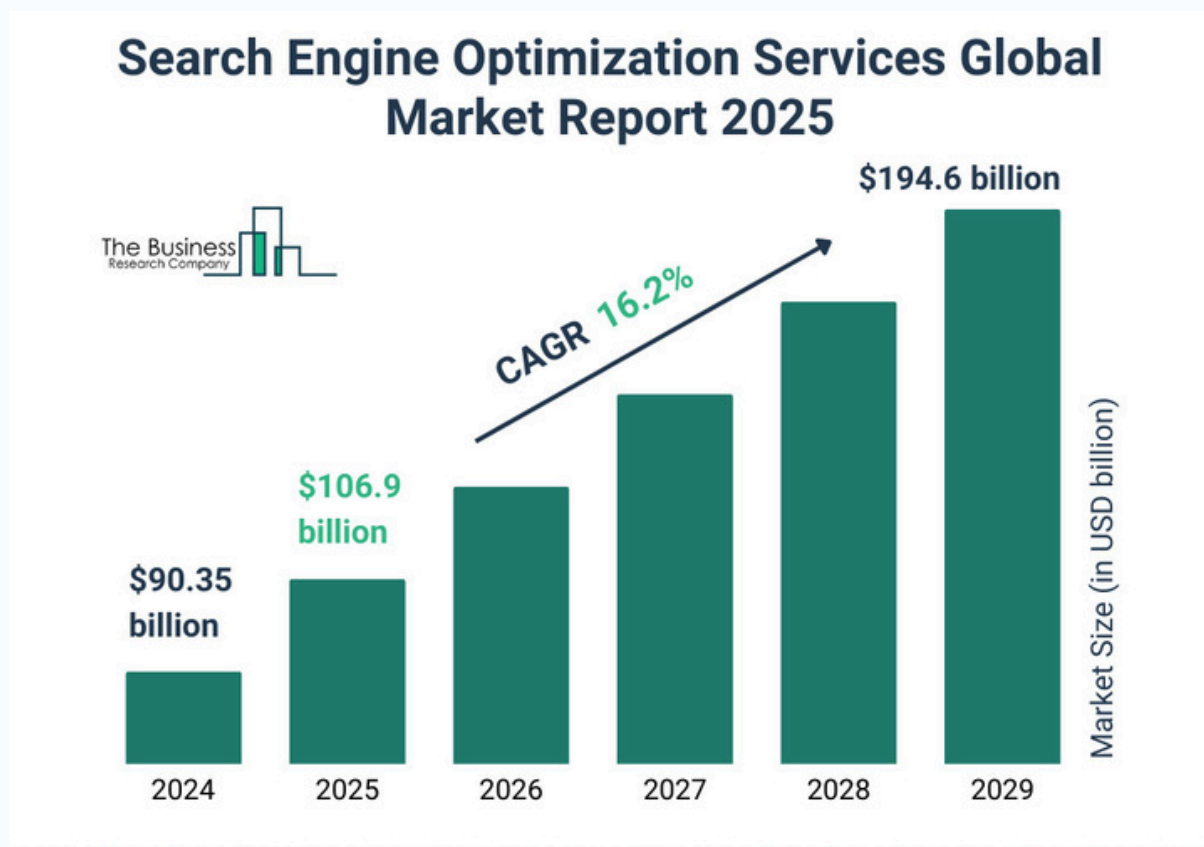
➔ SEO Copywriter

➔ Email Marketing Executive

➔ SEO Consultant

DEMAND FOR SEO EXPERTS

The demand for SEO experts is rapidly growing as businesses prioritize online visibility to reach wider audiences. With increasing competition on digital platforms, companies need skilled professionals to optimize their websites and content.



As search engine algorithms evolve, skilled SEO professionals will be essential for staying competitive and maintaining a strong online footprint.

TOOLS YOU WILL LEARN



mailchimp

HubSpot

Google
Optimize

Google Trends

Google Ads
KEYWORD PLANNER

Google
Analytics

OpenAI



Google Tag Manager

SEMRUSH



Google Ads

Meta

yoast

WHY CHOOSE BIDM?



**VALUE OF
MONEY**



**100%
ASSISTANCE**



**HANDS-ON
TRAINING**



**COMPREHENSIVE
CURRICULUM**



**IN-HOUSE
INTERNSHIP**



**GET
CERTIFIED**



**FLEXIBLE
TIMINGS**



**EXPERIENCED
FACULTY**

OUR APPROACH

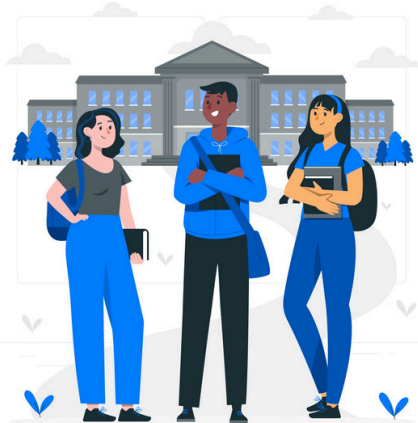
④ Learning Approach

At BIDM, learning goes beyond theory. Students work on live projects, complete real-time assignments, and participate in case study-based training. Workshops and simulations simulate actual business challenges, preparing students to handle real client work confidently.

④ Real-World Implementation

BIDM offers internship opportunities where students gain first-hand experience by working on live marketing campaigns. This exposure strengthens their portfolios and builds confidence to manage campaigns independently.

WHO CAN JOIN?



STUDENTS

Students who want to earn while they learn



PROFESSIONALS

Working professionals looking to upskill or switch careers



ENTREPRENEURS

Entrepreneurs who want to grow their business digitally

What We Do?



With a team of experienced industry professionals, modern teaching methodologies, and a student-centric approach, we ensure our learners gain not just theoretical knowledge but real-world experience. Our goal is simple — to create future-ready digital professionals who are confident, competent, and creative.

- Placement Assistance
- Interview Preparation
- Internship Opportunities



Industry-Relevant Curriculum

Get trained in the most in-demand skills that companies actually need.



Tool-Based Learning

Gain hands-on experience with tools like Google Ads, WordPress, and more.



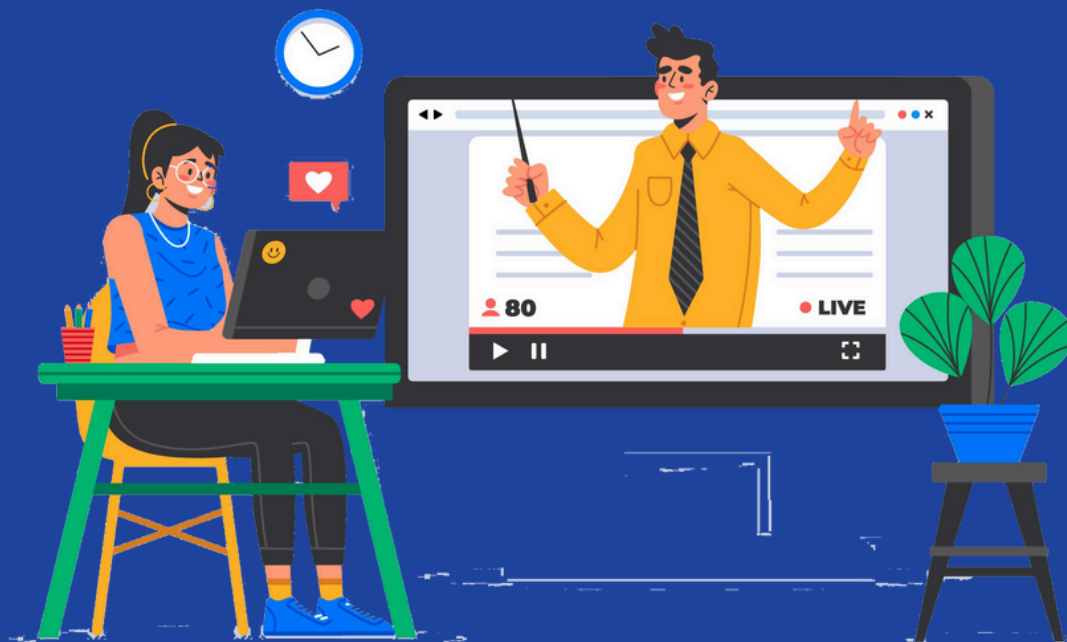
100% Practical Approach

Apply your skills in real-world settings with our partnered companies.

OUR PRINCING FOR CERTIFICATE IN SEO

₹40,000/

- DURATION : 3 MONTHS
- TYPE : OFFLINE
- CERTIFICATIONS & EXAMS
- INTERVIEW PREPARATION
- INTERNSHIP OPPORTUNITIES



CONTACT US



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