PERTINAX ®
A Step towards Digital Career
PIPDC

UPGRADE YOUR SKILLS.

PIPDC

Pertinax Institute of
Professional & Digital Courses

AI-Powered
Master Courses

FULLY PRACTICAL &
100% PLACEMENT ASSISTANCE

15+ YEARS EXPERIENCE

DIGITAL MARKETING

SEARCH ENGINE OPTIMIZATION

GRAPHIC DESIGN

WEBSITE DESIGN

SOCIAL MEDIA OPTIMIZATION

META / GOOGLE ADS

Contact Us:

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🌐 www.pipdc.in

CERTIFIED

Digital Marketing

TRAINING & COURSES PROGRAM

FULLY PRACTICAL & 100% PLACEMENT ASSISTANCE

KEY HIGHLIGHTS

Training by Real Time Experts

Material, Case Studies & Assignments
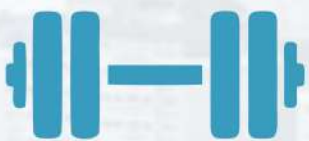
One-On-One with Industry Mentors

100% Assured Placement Assistance

Hands on Training

Doubt Clarification Sessions

Limited Strength

Resume & Interview Prep Guidance

Course is curated by subject matter experts in Digital Marketing

BASIC TO ADVANCED
CERTIFIED DIGITAL MARKETING PROGRAM

Who is this course for?

Students, Business Owners, Entrepreneurs, Housewives, Social Media Influencers, Marketing & Sales Professionals, HR & Data Entry Professionals, Content Writers etc.

6 MONTHS COURSE

BASIC TO ADVANCE

ONLINE + OFFLINE CLASSROOM

15+ YEARS EXPERIENCED

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DIGITAL MARKETING PROGRAM
Course Key Topics

Topic	
Digital Marketing Overview	✓
Website Planning Creation	✓
Web Analytics	✓
Search Engine Optimization (SEO)	✓
Local Marketing SEO	✓
YouTube Video SEO	✓
Mobile Acceleration and SEO	✓
Search Engine Marketing i.e. Google Ads	✓
Social Media Mastermind with Facebook and Instagram	✓
Twitter Engagement and Analytics	✓
LinkedIn Engagement	✓
Quora Marketing	✓
Email Marketing	✓
Facebook Ads Mastermind	✓
Make Money with Adsense and CPC Ads	✓
Freelance 101	✓
Affiliate Marketing	✓
Marketing Strategy for Business	✓
Online Reputation Management	✓
Personal Branding and PR	✓
YouTube Marketing	✓
E-commerce Marketing	✓
Bulk SMS Marketing	✓
Whatsapp Marketing	✓
Copy-Writing	✓
Inbound/Content Marketing (Blogging & Content)	✓
Landing Pages	✓

SEO
Search Engine Optimization

SEARCH ENGINE OPTIMIZATION PROGRAM

Who is this course for?

Students, Business Owners, Entrepreneurs, Housewives, Social Media Influencers, Marketing & Sales Professionals, HR & Data Entry Professionals, Content Writers etc.

45 DAYS COURSE

BASIC TO ADVANCE

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15+ YEARS EXPERIENCED

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SEARCH ENGINE OPTIMIZATION PROGRAM
Course Key Topics

Topic	
Introduction to SEO and how search engines work.	✓
Importance of SEO for business and types of SEO.	✓
Organic vs paid results and Google algorithm basics.	✓
Understanding keywords, search intent, and keyword types.	✓
Keyword research tools including Keyword Planner and Ubersuggest.	✓
SEMrush, Ahrefs overview, competitor analysis, and keyword mapping.	✓
SEO-friendly URLs, title tags, and meta description	✓
tags, image optimization, and internal linking strategy.	✓
Content optimization, keyword placement, and basic schema markup.	✓
Website crawling, indexing, and XML sitemap creation.	✓
Robots.txt, canonical tags, and page speed optimization.	✓
Mobile SEO, Core Web Vitals, HTTPS, and website security.	✓
SEO content strategy and blog writing for rankings.	✓
Content calendar creation, E-E-A-T, and AI SEO best practices.	✓
Backlinks, link-building techniques, and backlink types.	✓
Guest posting, citations, social signals, and link attributes.	✓
Google Business Profile optimization and local keyword research.	✓
NAP consistency, reviews, citations, and map pack factors.	✓
Product and category page optimization for e-commerce SEO.	✓
Schema implementation, Shopify/WooCommerce SEO, and duplicate content handling.	✓
Google Search Console, GA4 basics, and SEO audit tools.Rank tracking, reporting, and KPI performance analysis.	✓
Voice search, AI SEO, and featured snippet optimization.International SEO, algorithm updates, and penalty recovery.	✓
Live SEO audits, practical projects, and report preparation.	✓
SEO careers, freelancing, YouTube SEO, and automation tools.	✓

Social media optimization
Best practices and strategies

SOCIAL MEDIA OPTIMIZATION PROGRAM

Who is this course for?
Students, Business Owners, Entrepreneurs, Housewives, Social Media Influencers, Marketing & Sales Professionals, HR & Data Entry Professionals, Content Writers etc.

45 DAYS COURSE

BASIC TO ADVANCE

ONLINE + OFFLINE CLASSROOM

15+ YEARS EXPERIENCED

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SOCIAL MEDIA OPTIMIZATION PROGRAM
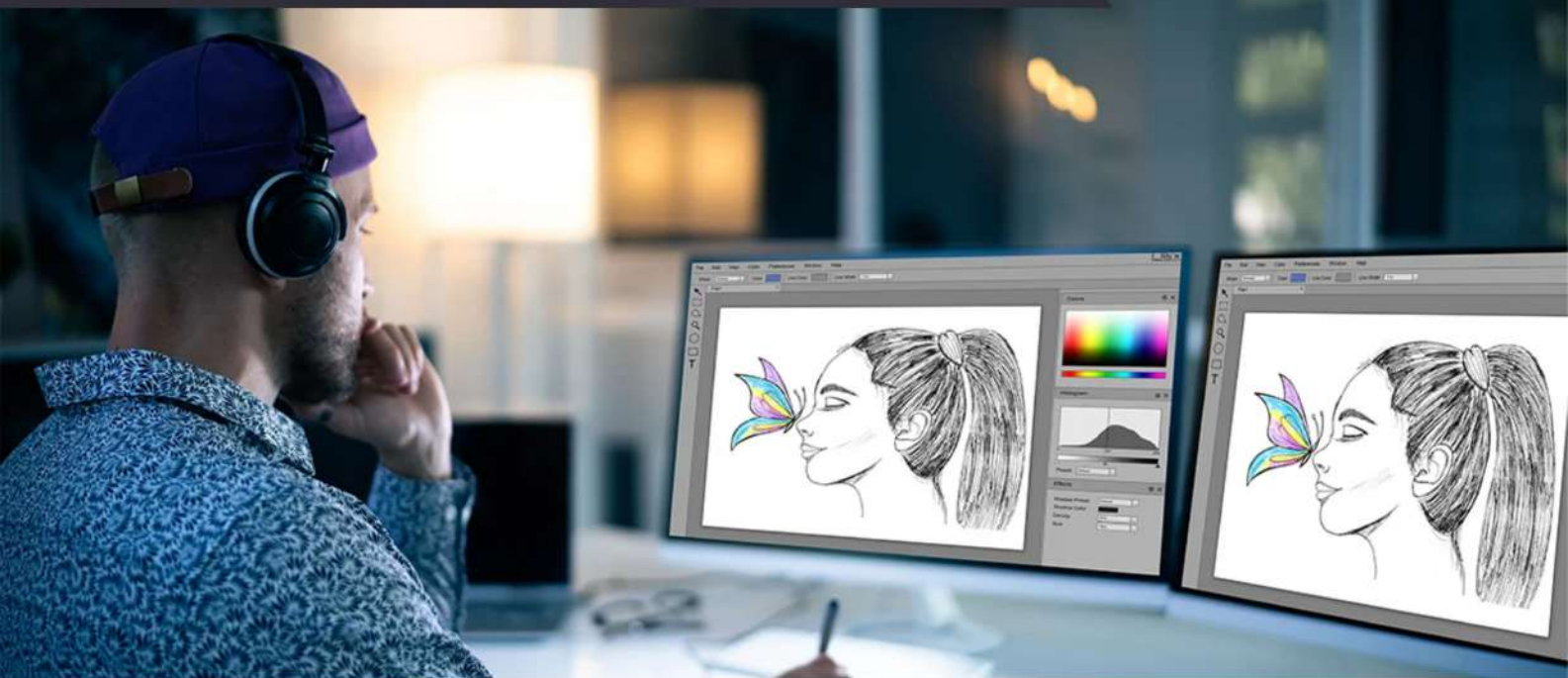## Course Key Topics

Topic	
Introduction to SMO and the importance of social media platforms.	✓
Difference between SMO and SMM with organic vs paid social media basics.	✓
Understanding social media algorithms and how they impact reach.	✓
Overview of major platforms including Facebook, Instagram, and LinkedIn.	✓
Twitter (X), YouTube basics, and Pinterest optimization techniques.	✓
Creating professional social media profiles and business pages.	✓
Bio, about section, username selection, and CTA button optimization.	✓
Profile picture, cover design, and page settings optimization.	✓
Content strategy including reels, posts, stories, and shorts.	✓
Content calendar creation, hashtag strategy, and caption writing.	✓
Hooks, CTAs, brand voice, and content consistency.	✓
Graphic design basics, image size guidelines, and Canva usage.	✓
Reel, short video, thumbnail optimization, and video SEO basics.	✓
Engagement strategies to increase likes, shares, and comments.	✓
Community management, DM strategy, polls, stories, and stickers.	✓
Influencer collaboration fundamentals for brand growth.	✓
Platform-specific algorithm growth strategies for Facebook and Instagram.	✓
LinkedIn organic growth, YouTube algorithm basics, and posting time optimization.	✓
Content testing, performance analysis, and scaling strategies.	✓
Analytics tools including Facebook, Instagram, LinkedIn, and YouTube insights.	✓
KPI tracking, reach, engagement, CTR, and monthly SMO reports.	✓
SMO strategies for local businesses and Google Business Profile integration.	✓
Review management and location-based content strategy.	✓
Advanced SMO techniques including personal branding and viral content.	✓
Trend research, AI tools, automation, and scheduling tools.	✓
Practical training, freelancing opportunities, tools, crisis management, and paid boosting basics.	✓

GRAPHIC DESIGN PROGRAM

Who is this course for?

Students, Business Owners, Entrepreneurs, Housewives, Social Media Influencers, Marketing & Sales Professionals, HR & Data Entry Professionals, Content Writers etc.

45 DAYS COURSE

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GRAPHIC DESIGN PROGRAM
Course Key Topics

Topic	
Adobe Photoshop CC Introduction	✓
Layers in PS, Preferences and Workflow	✓
Color and Adjustment Layers	✓
Shapes, Typography, Layer Styles, Fixing Images	✓
Cropping, Analyzing and Distorting	✓
Selection and Masking, Filters, Smart Objects	✓
Transform and Distort, Retouching, Blending Modes, Visual Styles	✓
Artboards, Color Modes and Resolution, Brushes	✓
CC Libraries, Shadows, 3D Design, Mock-ups, Web Design	✓
How to create LUTs for Videos, Visual Styles and Effects	✓
Video and Animated Gifs for Social Media	✓
Adobe Illustrator CC Introduction	✓
Drawing in Adobe Illustrator CC	✓
Typography and fonts, Color Editing, Masking	✓
CC Libraries, Effects and Patterns, The Capture app	✓
Free Templates & Practice Real Projects	✓
Adobe InDesign CC Introduction	✓
One Page Flyer	✓
Handle other people's files	✓
Company Brochure	✓
Long Business Document	✓
Conference Name Badge	✓

WEBSITE DESIGN PROGRAM

Who is this course for?

Students, Business Owners, Entrepreneurs, Housewives, Social Media Influencers, Marketing & Sales Professionals, HR & Data Entry Professionals, Content Writers etc.

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WEBSITE DESIGN PROGRAM
Course Key Topics
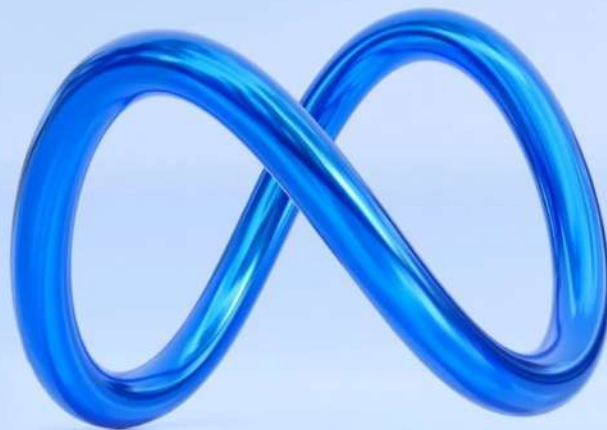
Topic	
Introduction to WordPress, informational websites, and WordPress.org vs WordPress.com.	✓
Understanding Elementor, its benefits, and Free vs Pro features.	✓
Domain and hosting basics with domain–hosting connection process.	✓
WordPress installation, SSL setup, and cPanel overview.	✓
WordPress dashboard overview including settings, permalinks, media, and user roles.	✓
Selecting the best free themes like Hello, Astra, and GeneratePress.	✓
Theme installation, setup, mobile responsiveness, and header–footer basics.	✓
Elementor editor interface, sections, columns, and containers.	✓
Widgets usage, global colors, fonts, and responsive controls.	✓
Home page design with hero sections, CTAs, and layouts.	✓
Creating About Us, Services, Contact, Privacy Policy, and Terms pages.	✓
UI/UX fundamentals including typography, color theory, spacing, and alignment.	✓
Effective call-to-action placement for better conversions.	✓
Creating contact forms using Elementor with field validation.	✓
Email notifications, WhatsApp, and call button integrations.	✓
Menu creation, internal linking, footer design, and breadcrumb basics.	✓
Image size optimization, icons, SVG usage, and media management.	✓
Lazy loading and performance-friendly media practices.	✓
SEO-friendly URLs and on-page SEO using Rank Math or Yoast.	✓
Meta titles, descriptions, XML sitemap, and Search Console setup.	✓
Page speed optimization using caching, image compression, and Core Web Vitals basics.	✓
Website security, backups, SSL, HTTPS, and spam protection.	✓
Mobile-first design, responsive layouts, touch-friendly UI, and mobile speed.	✓
Website testing, form testing, broken links, and launch checklist.	✓
Website maintenance, updates, error handling, health checks, and advanced Elementor basics.	✓
Practical project, freelancing opportunities, landing pages, SEO/ads websites, and common fixes.	✓

META ADS PROGRAM

Who is this course for?

Students, Business Owners, Entrepreneurs, Housewives, Social Media Influencers, Marketing & Sales Professionals, HR & Data Entry Professionals, Content Writers etc.

45 DAYS COURSE

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META ADS PROGRAM
Course Key Topics

Topic	
Introduction to Meta Advertising and Facebook–Instagram ad ecosystem.	✓
How Meta Ads work, auction system, organic vs paid, and ad account structure.	✓
Creating Meta Business Manager and setting up ad accounts.	✓
Page and Instagram connection, pixel basics, and payment security setup.	✓
Understanding campaign objectives including awareness, traffic, and engagement.	✓
Leads, sales objectives, and choosing the right campaign goal.	✓
Core audience targeting and detailed targeting options.	✓
Custom audiences, website visitors, lead forms, and video viewers.	✓
Lookalike audiences, Advantage+ audience, and exclusions strategy.	✓
Ad creatives including image, video, reels, and carousel ads.	✓
Primary text writing, headline optimization, and strong CTAs.	✓
Instant lead form setup and form type selection.	✓
Custom questions, CRM integration, and lead quality improvement tips.	✓
Budget strategies including daily vs lifetime budgets.	✓
CBO vs ABO, bid strategies, and ad scaling methods.	✓
Meta pixel setup and conversion event tracking.	✓
Conversion API basics and event verification process.	✓
Performance optimization through A/B testing and creative testing.	✓
Audience testing, reducing CPL/CPA, and frequency control.	✓
Ads Manager dashboard and understanding key performance metrics.	✓
Custom report creation, ROI calculation, and client reporting.	✓
Advanced strategies including retargeting and funnel-based ads.	✓
Advantage+ shopping campaigns, AI automation, and policy compliance.	✓
E-commerce and real estate ad strategies with case studies.	✓
Practical training including live campaigns, pixel testing, and audits.	✓
Career opportunities, freelancing platforms, client pricing, and interviews.	✓

Our Placements

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RENU
Placed in: Bepoj Technology

ARJUN
Placed in: Pooja Movie Creations

SHARIB
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ABHISHEK
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DIVAKAR
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PRAWIN
Entrepreneur

KAVITA
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VISHAL
Placed in: Adiveda Natural

KARAN
Placed in: Agmatel India Pvt. Ltd.

ARYAN
Placed in: NDTV

FIROJA
Freelancer

KAIF
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NITISH
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ASIM
Placed in: Map of Enhance Business Solutions

SALONI
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RADHIKA
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ZIYA
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HARSHITA
Placed in: Keyword India Network

PRITI
Placed in: Mindmingles

SONIYA
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YOU CAN BE THE NEXT!

Stop by & see us at

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