



DURATION
30 Hours

DIGITAL MARKETING

COURSE & CAREER GUIDE · 2026

SEO Certification Course

Course Details & Career Growth Guide

A focused, hands-on certification in search engine optimisation.

30 Training Hours

11 Modules

2 Hands-On Projects

Career Roles & Salary Ladder

Placement Support

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Programme Highlights

30 Hours

30 Hours of structured, practical training

2 Projects

Hands-on work you can show employers

Certified

IPCS + Google / Meta / HubSpot prep

Placement

100% placement assistance & career-readiness

IPCS Global — Since 2008

IPCS Global began in 2008 as a specialised industrial automation training and services provider and has grown into one of India's leading technical and digital skills institutes, with 50+ branches across India and the GCC. Our Coimbatore centre in Peelamedu combines classroom teaching with hands-on labs, and every learner is coached in communication, aptitude and interview readiness alongside technical skills.

18+

YEARS

15,000+

PROFESSIONALS TRAINED

50+

BRANCHES

100%

PLACEMENT ASSISTANCE

About the Digital Marketing Stream

Digital marketing is one of the fastest routes into a well-paid, flexible career — no engineering degree required. Our programmes range from 30-hour specialisations to a 6-month AI+ programme that makes you fluent in both marketing and the AI tools employers now expect.



ISO 9001:2015 Certified

Audited, consistent training quality.



TÜV SÜD Cooperation Partner

Partner of the German testing & certification body.



NSDC Approved Partner

Approved training partner under Skill India.



Inside the IPCS Global Coimbatore training centre.

Why Digital Marketing, **Why Now**

The demand behind this programme — and the industries that hire our graduates.

- 1 Budgets have moved online**
Every business, from a local clinic to a national brand, now spends a large share of its marketing budget on search, social and paid digital channels — and needs people to run them.
- 2 AI has raised the bar**
Employers increasingly want marketers who can pair fundamentals with AI tools for content, ads and analytics. That combination is still rare, which makes it valuable.
- 3 Flexible career paths**
Digital marketing rewards results and portfolios more than degrees, and it supports full-time jobs, freelancing and your own business — often in combination.

Where You Can Work

- 1 Digital & advertising agencies**
- 2 E-commerce & D2C brands**
- 3 IT & SaaS companies**
- 4 Education & EdTech**
- 5 Healthcare, real estate & retail**
- 6 Startups & freelance clients**

Three Ways to Build Your Career

Full-Time Job

Join a company with placement support behind you — stability and structured growth.

Job + Freelance

Hold a job while taking side projects to build income and a broader portfolio.

Remote & Global

Digital marketing skills travel well: many learners serve clients in the US, UK, Australia and the GCC remotely through Upwork, Fiverr and LinkedIn, and GCC agencies regularly hire Indian marketers.

SHORT COURSE

SEO Certification Course

A focused, hands-on certification in search engine optimisation.

30 Hours

30 Hours

11 Modules

2 Projects

Classroom / Online / Hybrid

Part A • Course Details

Program Overview

A short specialisation for anyone who wants to rank websites on Google. Covers WordPress, content planning, on-page and off-page SEO, Google Business Profile, analytics, Tag Manager and CRM connection.

DURATION

30 Hours

TRAINING HOURS

30 Hours

MODULES

11 Structured Modules

MODE

Classroom / Online / Hybrid

BATCHES

Weekday • Weekend • Fast-track

CERTIFICATION

IPCS + Google / Meta / HubSpot prep

Who Should Join

- ✓ Students & beginners
- ✓ Business owners managing their own website
- ✓ Content writers & web developers
- ✓ Marketers specialising in search

What You'll Be Able To Do

- ✓ Optimise pages for target keywords
- ✓ Set up and rank a Google Business Profile
- ✓ Build quality backlinks ethically
- ✓ Measure SEO results in GA4 and GTM

Eligibility: Basic computer and internet skills.

The Full Syllabus

11 modules, 30 hours.

01	Overview of SEO Basics	1 Hrs
02	WordPress Web Development	3 Hrs
03	Long-Term Content Planning – Content Writing	3 Hrs
04	On-Page SEO	4 Hrs
05	Google Business Profile (GMB) – Google Maps	3 Hrs
06	Off-Page SEO	4 Hrs
07	Measuring SEO Effectiveness	3 Hrs
08	Google Analytics	2 Hrs
09	Google Tag Manager	2 Hrs
10	OTT Optimisation	4 Hrs
11	CRM Website Connection – HubSpot	1 Hrs

Total Training Duration

30 Hours

Module-by-Module Topics

MODULE 01

1 Hrs

Overview of SEO Basics

- How search engines work
- Ranking factors

MODULE 02

3 Hrs

WordPress Web Development

- Site setup
- SEO plugins

MODULE 03

3 Hrs

Long-Term Content Planning – Content Writing

- Topic research
- SEO writing

MODULE 04

4 Hrs

On-Page SEO

- Titles, meta & headings
- Internal linking
- Schema basics

MODULE 05

3 Hrs

Google Business Profile (GMB) – Google Maps

- Profile setup & optimisation
- Local ranking

MODULE 06

4 Hrs

Off-Page SEO

- Link building
- Citations & outreach

MODULE 07

3 Hrs

Measuring SEO Effectiveness

- KPIs
- Search Console reports

MODULE 08

2 Hrs

Google Analytics

- GA4 basics

MODULE 09

2 Hrs

Google Tag Manager

- Tags & triggers

MODULE 10

4 Hrs

OTT Optimisation

- Optimising for video & OTT platforms

MODULE 11

1 Hrs

CRM Website Connection – HubSpot

- Connecting forms to HubSpot

SEO Certification Course · Part A**Tools, Projects & Assessment****Tools & Technologies You'll Use**

WordPress

Google Search Console

Google Analytics 4

Google Tag Manager

Google Business Profile

HubSpot

Projects You'll Build**1** On-page SEO for a live page**2** Google Business Profile optimisation

How You'll Be Assessed

1

Module Assessments

Practical and theory checks at the end of each module.

2

Project Reviews

Trainer review of your mini projects and final project.

3

Certification

Issued on meeting assessment and attendance criteria.

Certification: IPCS Global course certificate + Internship Certification, with preparation for Google Ads, GA4, Meta Blueprint and HubSpot certifications.

PART B • CAREER GROWTH

Where SEO Certification Course Can Take You

Job roles, a realistic growth ladder with salary ranges, and the skills to keep growing.

Roles You'll Be Ready For

1

SEO Executive

On-page optimisation, keyword research and reporting.

2

Local SEO Specialist

Grows Google Maps and local search visibility.

3

Content SEO Writer

Writes content that ranks and converts.

4

Technical SEO Analyst

Audits site health, speed and structured data.

5

Off-Page / Outreach Executive

Builds quality backlinks and citations.

6

Freelance SEO Consultant

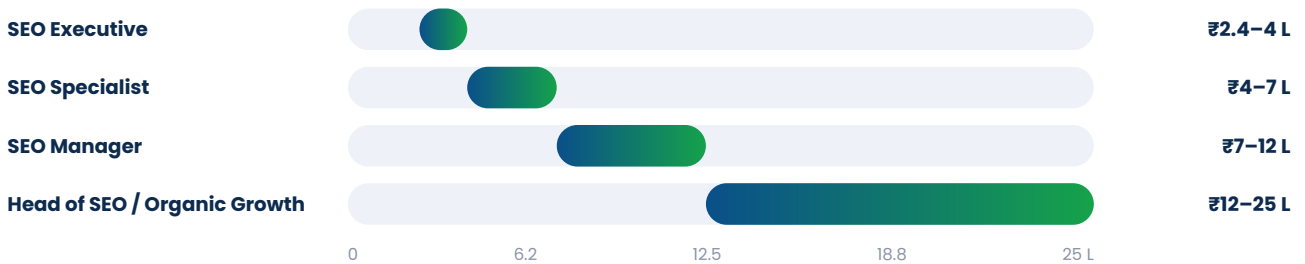
Delivers SEO for small businesses.

Good to know: SEO Certification Course is a focused short course and a strong starting point for these roles; most learners reach them fastest by continuing with **Professional Diploma in Digital Marketing**.

■ Your Growth Ladder

STAGE 01 0-2 YRS	SEO Executive Execute on-page, off-page and reporting tasks.	₹2.4 – 4 LPA
STAGE 02 2-5 YRS	SEO Specialist Own SEO for sites and clients.	₹4 – 7 LPA
STAGE 03 5-8 YRS	SEO Manager Lead SEO strategy and teams.	₹7 – 12 LPA
STAGE 04 8+ YRS	Head of SEO / Organic Growth Own organic growth for brands or agency portfolios.	₹12 – 25 LPA

■ Annual Salary Range (CTC) — ₹ Lakh per annum



Indicative ranges for India in 2026. Lower end: Tier-2 cities such as Coimbatore and smaller firms; upper end: metros and larger companies. Guidance only, not a salary guarantee.

■ Skills to Add Next

- ✓ Technical SEO & Core Web Vitals
- ✓ AI search / answer engine optimisation
- ✓ Content strategy
- ✓ GA4 & Looker Studio
- ✓ Basic HTML & WordPress development

■ Certifications to Target

- ✓ Google Analytics (GA4)
- ✓ SEMrush SEO Toolkit
- ✓ HubSpot SEO
- ✓ Google Search Console training

■ Upgrade Path at IPCS Global

1 Professional Diploma in Digital Marketing

2 AI+ Digital Marketing

■ Your First 12 Months After the Course

1

Month 0–1 • Get Visible

Polish your resume and portfolio; apply through the IPCS placement cell's drives.

2

Month 1–3 • First Role

Join as a SEO Executive.

3

Month 3–6 • Get Certified

Earn one certification from the list above.

4

Month 6–12 • Specialise

Pick a specialisation and own a project, system or channel.

How We Train & Certify

Technical skill gets you noticed — presentation, confidence and communication get you hired. Career-readiness runs alongside the syllabus, not after it.

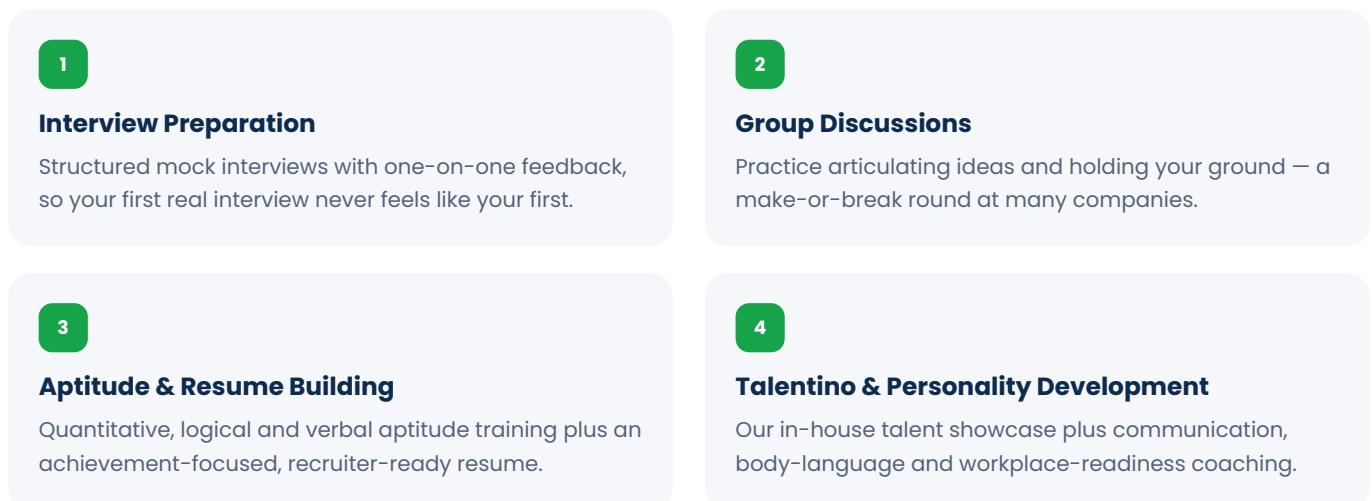
Our Learning Method



Your Certifications

- 1 IPCS Global Course Certificate**
 Issued on successful completion of assessments and the capstone project — verifiable and recognised by our hiring partners.
- 2 Global Platform Certifications**
 The course prepares you for Google Ads, Google Analytics (GA4), Meta Blueprint and HubSpot certifications — the credentials recruiters look for.
- 3 Internship Certification**
 Documents the live projects and hands-on work you complete, giving freshers verifiable experience on their resume.

Career-Readiness Track



How IPCS Global Gets You Hired

Every learner goes through a structured career-readiness track alongside the course, supported by our dedicated placement cell.

1

Dedicated Placement Cell

Interview drives, industry referrals and follow-up until you are placed – not just until the course ends.

2

Resume & Portfolio

One-on-one sessions to build a recruiter-ready resume and a project portfolio that proves your skills.

3

Aptitude & GD Training

Quantitative, logical and verbal aptitude plus group discussion practice.

4

Mock Interviews

Simulated technical and HR panels so the first real interview never feels like the first.

Recent IPCS Coimbatore Placements



A selection of recent placements across IPCS Global Coimbatore programmes.

Global opportunity: Digital marketing skills travel well: many learners serve clients in the US, UK, Australia and the GCC remotely through Upwork, Fiverr and LinkedIn, and GCC agencies regularly hire Indian marketers.

Why IPCS Global



18+ Years of Training Excellence

A track record since 2008, refined across 15,000+ professionals trained.



ISO 9001:2015 Certified

Audited, consistent training quality — every batch, every time.



Recognised Partnerships

TÜV SÜD cooperation partner and NSDC approved training partner.



Dedicated Placement Cell

Industry tie-ups, interview drives and follow-up until you are placed.



Real Labs, Real Projects

Industry-grade equipment and live projects — proof of work, not just a certificate.



50+ Branches, One Standard

Across India and the GCC, with weekday, weekend and fast-track batches.

Meet Our Coimbatore Team



Trainers, mentors, counsellors and placement coordinators at IPCS Global Coimbatore — working with every learner from the first class to final placement.

Frequently Asked Questions

Quick answers to the questions learners and parents ask us most. For anything else, call or visit the Coimbatore branch.

Q. Do I need prior experience to join?

Most programmes start from the fundamentals. Each programme lists its eligibility — our counsellors will confirm the right starting point for your background.

Q. Are classes held online or in the classroom?

Classroom / Online / Hybrid. Talk to our counsellors about the best option for your programme.

Q. What batch timings are available?

We run weekday, weekend and fast-track batches, so students and working professionals can both find a schedule that fits.

Q. Is placement guaranteed?

We provide 100% placement assistance — resume building, aptitude and GD training, mock interviews and interview drives through our dedicated placement cell. Final selection depends on each learner's performance, attendance and interview results.

Q. What certificate will I receive?

IPCS Global course certificate + Internship Certification, with preparation for Google Ads, GA4, Meta Blueprint and HubSpot certifications.

Q. Can I attend a class before enrolling?

Yes. Book a free demo session to meet the trainers, see the labs and experience a live class before you decide.

Q. What are the course fees?

Fees depend on the programme and batch type. Please contact the Coimbatore branch for the current fee structure and any available offers.

Q. Can working professionals join?

Yes. Weekend and fast-track batches are designed for people who are working or studying alongside the course.

LET'S START THE CONVERSATION

Your Career in **Digital Marketing** Starts Here

Book a free demo class, meet the trainers and see the labs — our counsellors will help you pick the right programme and batch.

Visit Us

Address #12, 2nd Floor, Swathi Towers,
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Masakalipalayam Road, Opp.
GRG Matriculation School,
Periyar Nagar, Peelamedu,
Coimbatore, Tamil Nadu –
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Email bmcbe@ipcsglobal.com
Web www.ipcsglobal.com
Batches Weekday · Weekend · Fast-track

Book Your Free Demo Session Today

Walk in, call or write to us — meet the trainers, see the labs, and get counselling on the right course and batch before you enrol.

How to Enrol

1

Contact Us

Call, WhatsApp or walk in to our Peelamedu centre.

2

Free Demo

Attend a live class and see the labs.

3

Choose a Batch

Weekday, weekend or fast-track.

4

Enrol & Start

Simple, guided enrolment.