



Sr. no.	Topic	Date
1	Introduction to Marketing	
	What is marketing?, How we do Marketing?, What is Digital Marketing?, Digital marketing Platforms and Strategies, Digital Marketing vs Traditional Marketing, Defining Marketing Goals, Latest Digital marketing trends	30-8-24
	What is Website?- Understanding website, Structure, WordPress, Website Creation, Case studies of Digital Campaigns, Latest Digital marketing trends	30-8-24
	Web Page Creation, WordPress Themes, Widgets, Plugins, How to register Site & Hosting of site?	30-8-24
	Home page , Web Server	30-8-24
	Careers in Digital Marketing	30-8-24
2	SEO and Keyword search	
	The first and th	31-8-24
	SEO: How does the world of Search Engines work?	31-8-24
	How websites are structured & Role of Keywords in SEO	
	What Is SEO? Why Is SEO Important? Introduction to SEO (How do Search Engines work?) Indexing & Crawling Basics Optimizing Crawl Budget Intro to SEO	31-8-24
	Keyword Research What is Keyword Research and why is it important? Benefits of Keyword research	31-8-24
	Keyword research - Keyword Proximity, Keyword Prominence, Keyword Density, Keyword Frequency, Keyword Cannibalization	2-9-24
	Types of Keyword Informational keywords Transactional keywords Commercial keywords Navigational keywords Long Tail keywords Mid Tail keywords Short Tail keywords LSI keywords Competitors keywords	2-9-24
7	On-page SEO fundamentals Creating SEO-friendly content (title tags, meta descriptions, headers(What he had been to the headers). Importance in content (title tags, meta descriptions, headers(What he had been to the headers). Shri Meghmani Paris	2-9-24 ar and
	quality and relevance in contests Unitys Arts Commerce College for Girl's Sola, Ahmedabad-380066. Shri Meghmani Party Shri Bhailalbhai A. Patel Umiya Arts & Commerce Co Sola, Ahmedabad-3	lege for G





	Training - Outso	URGING - PLACEMENT
	Local SEO What is Local SEO, Google My Business, Bing Places, Local Pages on your website, Local Listings/Citations,	3-9-24
	Off-Page Activities What is Link Building, Link Building Tactics, Manual Link Building Process, Link Building Metrics Backlink Audits using SEMrush.com, Backlink audit of one website, How to audit backlinks of competitors and gain insights, SEO Audit, Tools, Measurement	3-9-24
	Guest Posting (PRACTICAL) Directory Submission Social Bookmarking Submission	4-9-24
3	Google Ads	
	What is PPC	5-9-24
	PAY PER CLICK (PPC) Ad-Words Account Setup Creating Ad-Words Account Ad-Words Dashboard Billing in Ad-Words Creating First Campaign Understanding purpose of Campaign Account Limits in Ad-Words Location and Language Settings Networks and Devices Bidding and Budget Schedule: Start date, end date, ad scheduling Ad delivery: Ad rotation, frequency capping Demographic bidding (Display Only) Ad groups and Keywords Display Ad Server Keyword Types (Broad, Phrase, Exact and Negative	5-9-24
	Google Adsense and Admob	6-9-24
	Google Merchant	6-9-24
4	Social Media Marketing	7
	Video marketing	9-9-24
	Facebook Marketing, What is Facebook Marketing?, Facebook Page Best Practices, KPIs to measure success, Facebook Insights, Facebook Business Manager	10-9-24
	Content marketing	11-9-24
	How does Facebook Advertising Mork? Facebook Ad Campaign Objectives, Facebook Ad Tagestill Bhallally Shri II	Principal
	Facebook & LinkedIn Marks in Marks in the land of the	alphai A. Patel (3 Commerce Co , Ahmedabad-38





		100
	Practices	
	Facebook Shop	13-9-24
	LinkedIn as a Marketing Platform ,LinkedIn for Personal Branding, Brand Marketing on LinkedIn , LinkedIn Company Pages , LinkedIn Advanced Search , LinkedIn Premium ,LinkedIn Ads	14-9-24
	Email marketing	15-9-24
	Social Media Marketing Tools, Hootsuite , Buffer	15-9-24
**		
5	Google Analytics and Tag manager	
		_
	WEB analysis , GOOGLE ANALYSIS Introduction , Navigating Google Analytics ,Sessions , Users ,Traffic Source ,Content ,Real Time Visitors ,Bounce Rate,Customization ,Reports , Actionable Insights, Making Better Decisions	17-9-24
	Google Analytics	17-9-24

TOPS TECHNOLOGIES PRIVATE LIMITED



Principal
Shri Meghmani Parivar and
Shri Bhailalbhai A. Patel (Detrojwala)
Umiya Arts & Commerce College for Girls
Sola, Ahmedabad-380060.



Training Completion Report

Digital Marketing Course (Add-on Course)
Organized by: TOPS Technologies Pvt. Ltd.

Hosted by: Umiya Arts and Commerce College for Girls, S.G.Highway, Sola, Ahmedabad

Training Duration: 40 Hours

Location: Umiya College Campus, Sola Road, Ahmedabad **Duration:** 30thAugust,2025 to 17thSeptember, 2025

Introduction

Digital Marketing Course was successfully conducted by TOPS Technologies Pvt. Ltd. and hosted at Umiya Arts and Commerce College for Girls, Ahmedabad with 32 Students (Class: B.Com. Semester-3 English Medium). The course aimed to equip participants with Digital Marketing skills essential for professional success.

Training Overview

The training was delivered in a formation of SEO, Social Media Marketing, Google Analytics etc.

Course Modules and Schedule

Trainer Details

Name: Mr. Jigar Thakkar

Contact Number: +91 9377614772

Trainer's Expertise:is an experienced trainer specializing in Digital Marketing. He has delivered various corporate and educational training programs, equipping participants with skills for effective data management and analysis.

Add-on Course Details:

Module 1: Introduction to Marketing

- 1. Concept of marketing
- Website creation
- 3. Web server
- 4. Career in Digital Marketing

Module 2: Search Engine Optimization (SEO) and Keyword Search

1. Concept of Search Engine

SEO meaning, importance

3. Key Word Research, types of keywo

4. SEO fundamentals creating, conte

5. Link Building, SEO Audit, Tools, M.

ality and relevance incontent

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Module 3: Google Ads

- 1. Pay Per Click (PPC)
- 2. Google Adsense and Admob
- 3. Google Merchant

Module 4: Social Media Marketing

- 1. Video Marketing
- 2. Social media Marketing Facebook Marketing includes Ad Targeting, Ad Campaign, Ad work etc.
 - 3. Content Marketing
 - 4. LinkedIn Marketing, Marketing on Instagram, Content strategy in Social media platforms, Facebook Shop, Email Marketing
 - 5. Social Media Marketing Tools, Hootsuite, Buffer

Module 5: Google Analytics and Tag manager

- 1.Web analysis- Google Analysis
- 2. Google Analytics

Feedback and Impact

Participants reported high levels of satisfaction, particularly in the Digital Marketing skills. This course was also praised for its hands-on approach and relevance to professional career advancement.

Conclusion

This course delivered by **TOPS Technologies Pvt. Ltd.** was a resounding success. This comprehensive course has helped participants develop advanced digital marketingskills enabling them to be better prepared for their careers.

We would like to express our sincere gratitude to all the participants and trainer who contributed to the success of this course.

For further details on upcoming training programs, please contact:

TOPS Technologies Put. Ltd. :https://tops-int.com

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Digital Marketing MCQ Test

Digital ivid	IIIC CITIS	· alplal.
		Date: 18 9 24
Name:		
1) Which of the following is the correct of	depiction of Digital Marketing?	
1. E-mail Marketing	3. Social Media Marketing	
2. Web Marketing	4. All of the above	
2) doesn't fall under the ca	tegory of digital marketing.	
1. TV	3. Billboard	90
2. Radio	4. All of the above	
social media, mobile apps, and marketing used by companies and companies.	d other digital channels are all ex panies.	amples of digital
1. Search Engines	3. Websites	
2. Emails	4. All of the above	
are used in digital marketing.		
1. Electronic devices	3. Internet	~ 7.4
2. Both A and B	4. None of the above	Ghill.
5) is/are the main component(s)	of digital marketing.	Principal Shri Meghmani Parivar and
1. SEO	3. SMO	Shri Bhallaibhai A. Patel (Detrojwala) Umiya Arts & Commerce College for Girls
2. SEM	3. All of the above	Sola, Ahmedabad-380060.
6) What is the full form of SEO?		
1. Search Engine Optimal	3. Social Engine Optimi	zation
2. Search Engine Optimization	4. Social Engine Optima	al F
7) What is the full form of SEM	er.	and Shri Bhailalby
1. Social Engine Mark ing	3. Search Engine Mark	Ahmedabad-380060.
2. Search Engine Management	4. Social Engine Manag	gement



16) Un search	like paid marketing where you pay for coresults based on the relevance and qua	licks and traffic, gives you a free slot in the lity of your content.
1.	SEO	3. SMM
2.	SEM	4. SMO
	e search engine marketing term is also k ou use.	nown by many other names depending on which
1.	Website	3. Webpage
2.	Browser	4. Search Engine
18) Ad	dvertisements appear on results pa	ges in Google's search network.
1.	Websites	3. Browsers
2.	Webpages	4. Search Engine
	ne search engine results pages display yo	ur ad above organic results when users search for
1.	Tags	3. Meta tags
2.	Keywords	4. Pages
20) W	hen a customer clicks on your PPC ad, th	ney arrive on your page.
1	Home	3. About
2	Landing	4. Contact

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ATTANDANCE SHEET OF DIGITAL MARKETING COURSE (2024/25)

	Serial	Roll	Name	28/8/24	29/8/24	30/8/24	31/8/24
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	NO.	110.					
	1	2391	Dodiya Dip M.	DIR	Dil	Dil	Dil
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, ,	3	2312	Thakor Tulsi S.	Auls	Julie	fully.	Aulie
raja Pa Hi	4	2365	Praapati Krisha R.	K.R. Bajakatt	K.R. PacyoraH	N.R. BajaPat1	K.R. PoejaPat1
0	5	2387	Desai Foram B.	FOROIM	Feelm	Foresm	Feedm
	E	2408	Patel AnJali D.	Anjali D.P.	Anyali D.P	Anjali O.P	Angli D.P.
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\sim \sim	8	2358	Luhar Mamta R.	Janustel	Marriety	Manualet	Mmy y
1	9	2349	DarJi Nehal A.	Nehell	Nelver	Nelson	Nehay
V	10	2339	Yadav Prachi V.	Bracki '	brown	Greeki	(mach)
N.	11	2308	Purabiya Vidhi C.	Vidhi	Widhe	Vldhi	Vidhi
	12	2327	PraJapati Sangita B.	Semplity	Songty	Somorty	Semony
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,	14	2347	Thakor Nikita D.	Nikity.	Wikita.	NIKITU.	No king
	£ 5	2369	Lila Khushi G.	Khushi	Khushi	Khushe	Khushi
	16	2357	Manisha Mishra A.	Durish	Bunish	a Ganisher	Murishar
\	17	2309	Dodiya Vaidehi J.	Mardely	Midely	phielely	Midely
Chayhar	18~	1381	Chuhan Nisha G.	Nishy	Misha	Vishy	1
X		1308	Thakor Asmita B.	Almity	Haniry	Alsoning	Albaning.
1	20	1322	Parekh Dhruvi M.	Thuy	Shung	Dhung	ghing.
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L	-22	1399	Joshi Ratna A.	Rutha	Bama	Ratha	Ray
	23	1410	Rathod Shivani I.	Ballanto	hivan	-	Shivani
•	2 4	1303	Jadav Aayshi K.	(e)	Cox	G.	Coo.
· ·	25	1340	Gohil Henal S.	Hena.	Henal.	Henry.	Hema.
~ V	26	1395	Dantani Poonam P.	Doonell		s (ponely	Cornell
susalta. Sanjana	27	1398	Susra Priyanshi R.	Billonshi	Biyansh	1 patycinshi	
Sanjana	28	1407	Yadav SanJna S.	Samana	Sandana	Sanjana	Sandina
541114	29	1301	Desai Aarti D.	ACMITA	(FRIOT)	Meroza-	100 F
	30	2330	Patel Riddhi S.	Rieldtri	Kidothi		
N.	31	2341	PraJapati PooJa R.	Pooja	Paoja	Pooje	Pooja Giddhi
	32	2321	Solanki Siddhi N.	Gidalli	Sidolli	- Sidelli	Sidelli
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ATTANDANCE SHEET OF DIGITAL MARKETING COURSE (2024/25)

Serial	Roll	Name	2/9/24	3/9/24	4/9/24	5/9/24
No.	No.					
1	2391	Dodiya Dip M.	219	Dil	Dip	Dig
2	2406	Dalsaniya Aarti B.	Aurt.	Acirt.	Airth.	Aurt.
3	2312	ThakorTulsi S.	Aulie	Julie	Dulie	-A. Lis
4	2365	Praapati Krisha R.	K.R. Poqiakit	K.R. Bajakatt	K, R. Bajaraty	K.R. Preyarett
5	2387	Desai Foram B.	Fotom	Foeem	Forenm	Forem
6	2408	Patel AnJali D.	Avall D.P.	ANULI D.P	Anyali D.P.	Anjali D.P
7	2354	Goswami Mitali M.	Chosaruni	Proseum	Broscuery	Howwing
8	2358	Luhar Mamta R.	Manuals	Mamaria	Momodel	-
9	2349	DarJi Nehal A.	Nehall	Nehall	Nehael	
10	2339	Yadav Prachi V.	Brachi	Porach	Pradi.	Parachit-
11	2308	Purabiya Vidhi C.	vidhi	vidhi	Vidhi	Vidhi
12	2327	PraJapati Sangita B.	Semalte	Semonte	Semalte	Samelly
13	2414	Rathod Neeta R.	Neety	Neery	Heery	Free H
14	2347	Thakor Nikita D.	Nikity.	Nikity.	Niketty.	pikity.
15	2369	Lila Khushi G.	Khyshi	khyshi	Khushe	Khushi
16	2357	Manisha Mishra A.	Aunisha	Donisha	angha	Domesh
17	2309	Dodiya Vaidehi J.	Maidely	Midely	Novolety	Notalety
18	1381	Chuhan Nisha G.	Nissing	Mistry	Nishy	Nisher
19	1308	Thakor Asmita B.	ASMLY	Asmity	_	Assity
20	1322	Parekh Dhruvi M.	Thung	Dhung	Thurs	Thurst
21	1315	Chuhan Chandni V.	cham domi	ch and benef	1	e hom dani
22	1399	Joshi Ratna A.	Restrict	RUMOUM	Ruthami Ruthami	Rathar
23	1410	Rathod Shivani I.	Japanai	· Shivani	Phiani	Dingerial
24	1303	Jadav Aayshi K.	a	Can	-	0
25	1340	Gohil Henal S.	Henal.	Henal.	_	Henal.
26	1395	Dantani Poonam P.	Mouch	Jonely	Cornele	Cooryle
27	1398	Susra Priyanshi R.	priganshi	Briganshi	pairemski	Priyanshi
28	1407	Yadav SanJna S.	Sanjana	Sanjana	Sanjana	Sanjang
29	1301	Desai Aarti D.	deroid	Aerob	Aerol	decit+
30	2330	Patel Riddhi S.	Riddly	Riddli	Ridothi	Richally
31	2341	PraJapati PooJa R.			Pooja	Pooler
32 .	2321	Solanki Siddhi N.	AN	Gidalli	Biddli	1 (1)

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ATTANDANCE SHEET OF DIGITAL MARKETING COURSE (2024/25)

Serial	Roll	Name	6/9/24	9/9/24	10/9/24	11/9/24
No.	No.					
1	2391	Dodiya Dip M.	Dip	DiP	Die	Die
2	2406	Dalsaniya Aarti B.	Austi.	Aurt	Aurti.	Acirti.
3	2312	Thakor Tulsi S.	Aulie	Auli	- July	Auli
4	2365	Praapati Krisha R.	K.R. Pocyci RM	K.R. POCUURIT	K.R. PocyluRIH	K.R. PayURIH
5	2387	Desai Foram B.	Form	Herm	FORM	Feens
6	2408	Patel AnJali D.	Anigli 26	Anjali D.P		Ariali D.P.
7	2354	Goswami Mitali M.	Olos wymp	Granelme		groswam
8	2358	Luhar Mamta R.	Moments	Momerly	Munacel	Manuely
9	2349	DarJi Nehal A.	Nehou	Dehay	Nehoy	Nehal
10	2339	Yadav Prachi V.	Prachi.	Backt	Prachi.	Preschi
11	2308	Purabiya Vidhi C.	Vidhi	Vldhie	Velhi.	Widhi
12	2327	PraJapati Sangita B.	Semalt	Smalt	Sement	Sevelta
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15	2369	Lila Khushi G.	14h yshi	Khush	KMIN	Khushi
16	2357	Manisha Mishra A.	Durish	Musha	Durcha	Marie La
17	2309	Dodiya Vaidehi J.	Cidely	-	Novelety	Mardely
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21	1315	Chuhan Chandani V.	chambani	chandani	chambomi	chambani
22	1399	Joshi Ratna A.	Roma	Ruma	Ruma	Rustra
23	1410	Rathod Shivani I.		Shivani	Missouri	3,000
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28	1407	Yadav SanJna S.	Sanjana	Samana	Sarjana	Samjane
29	1301	Desai Aarti D.	ACIONI	AUDI	AUDIL	ACIDAL
30	2330	Patel Riddhi S.	Riddli	Riddhi	Reddly	Reddli
31	2341	PraJapati PooJa R.	Pooja	Pooja	(D)	Pooju,
32	2321	Solanki Siddhi N.	Sidali	Giddli	Sidelli	Siddli

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ATTANDANCE SHEET OF DIGITAL MARKETING COURSE (2024/25)

1 2 2 3 3 4 2 5 6 2 7 2 2	No. 2391 2406 2312 2365 2387 2408 2354	Dodiya Dip M. Dalsaniya Aarti B. ThakorTulsi S. Praapati Krisha R. Desai Foram B. Patel AnJali D.	DiP Aurti, Auls K.R. Projuran	DiP Aunt! Auls K.R.Pagige	DiP Aurth, -tule
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8 2	2358	Luhar Mamta R.	emetel	Homesty	Jamesty
9 2	2349	DarJi Nehal A.	Nehall	Nehou	Nehell
10 2	2339	Yadav Prachi V.	Brachi	Proces	grachi
11 2	2308	Purabiya Vidhi C.	Vidhi	Hidne	yidhi.
12 2	2327	PraJapati Sangita B.	Sangley	Sengty	Sunglity
13 2	2414	Rathod Neeta R.	Teery	Neety	Neeks
14 2	2347	Thakor Nikita D.	Witcher.	Jiking.	Nikita.
15 2	2369	Lila Khushi G.	khuske	Khusha	khushi
16 2	2357	Manisha Mishra A.	Harrisha		
17 2	2309	Dodiya Vaidehi J.	wieldy	Midely	Joudely
18 3	1381	Chuhan Nisha G.	MEACE	Mishut	AGGINU.
19 1	1308	Thakor Asmita B.	Asmity		Asary
20 2	1322	Parekh Dhruvi M.	phurs.	Thury,	Thuy
21 2	1315	Chuhan Chandani V.	chandan	chamdan	chandeni
22 :	1399	Joshi Ratna A.	Ruma	Rutra	Rutha
23 2	1410	Rathod Shivani I.	Shipping	Shrani	Showi
24	1303	Jadav Aayshi K.	2	a	G0
25 :	1340	Gohil Henal S.	Heral.	THERA!	Heney.
26	1395	Dantani Poonam P.	Bonds.	(South	Donals
27 :	1398	Susra Priyanshi R.	Paryonshi	Bryanshi,	Paiganshi.
25	1407	Yadav SanJna S.	Sarriana	Samjana	Samiana
	1301	Desai Aarti D.	CAETOEA	-	dur+)
	2330	Patel Riddhi S.	Ridelli	Riddlig	Rittly
	2341	PraJapati PooJa R.	Poola	Poola	Pooja
	2321	Solanki Siddhi N.	Sidelli	Gidathi	Sidalhi

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UMIYA A & C COLLEGE FOR GIRLS, SOLA.

NR.BHAGWAT VIDHYAPITH, S.G.HIGHWAY, SOLA AHMEDABAD.

Payment Voucher

No.: 219

Dated: 2-Sep-2024

Particulars Amount
Account:
Tops Technologies Pvt Ltd 37,500.00

Through:

Indian Overseas Bank Gota

On Account of:

Ch. No. :934655 paid by chq to TOPS
Technologies Pvt Ltd for course fee Bill No CT 105

Amount (in words):

Rs. Thirty Seven Thousand Five Hundred Only

37,500.00

Authorised Signatory

Receiver's Signature



Principal
Shri Meghmani Parivar and
Shri Bhailalbhai A. Patel (Detrojwala)
Umiya Arts & Commerce College for Girls
Sola, Ahmedabad-380060.

MISGIG

ઉમિયા આર્રસ એ

કોમર્સ કોલેજ કોર ગર્લ્સ સોલા, કમદાવાદ-૩૮૦૦૬

UMIYA A & C COLLEGE FOR GIRLS, SOLA. NR.BHAGWAT VIDHYAPITH, S.G.HIGHWAY,

SOLA

AHMEDABAD.

Payment Voucher

No.: 261

Dated: 18-Sep-2024

Particulars Amount Account:

Tops Technologies Pvt Ltd

35,000.00

Through:

Indian Overseas Bank Gota

On Account of:

Ch. No.: 934652 paid by chq to TOPS Technologies Pvt Ltd for course fee Bill No CT 105

Amount (in words):

Rs. Thirty Five Thousand Only

35,000.00

Authorised Signatory

Receiver's Signature

Principal Shri Meghmani Parivar and Shri Bhailalbhai A. Patel (Detrojwala) Umiya Arts & Commerce College for Girls Sola, Ahmedabad-380060.

GHEGH

ઉમિયા આર્ટસ એ

કોમર્સ કોલેજ

ફોર ગર્હ્સ સોલા, HEIGIE-3005





Subject: Thank You for Your Participation in the Digital Marketing Workshop.

To,

Umiya Arts & Commerce College Team,

We would like to extend our heartfelt thanks to you for hosting the recent digital marketing workshop at your college. It was a pleasure collaborating with you to provide your students with valuable insights into the world of digital marketing.

We appreciate the enthusiastic participation from both students, which contributed to the workshop's success. Your students demonstrated a keen interest in learning about topics such as SEO, social media strategies, and email marketing, and we were impressed by their engagement and questions.

We hope the practical exercises and real-world examples shared during the session will inspire your students to explore the exciting opportunities in digital marketing. We are committed to providing ongoing support and resources to help them further develop their skills.

Thank you once again for your hospitality and support. We look forward to future collaborations and continuing to empower your students with valuable knowledge.

Warm regard

Jigar Thakkar

Sr. Technical trainer

Tops Technologies Pvt. Ltd.

TOPS TECHNOLOGIES PRIVATE LIMITS

Principal

Shri Meghmani Parivar and
Shri Bhailalbhai A. Patel (Detrojwala)
Umiya Arts & Commerce College for Girls
Sola, Ahmedabad-380060.



CERTIFICATES OF DIGITAL MARKETING TRAINING 2024-25





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This is to Certify that

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has successfully completed 30 hours of Digital Marketing Training.
From 28th August 2024 to 14th September 2024

Conducted by TOPS Technologies & Organized by SHREE MEGHMANI PARIVAR AND SHREE BHAILALBHAI A. PATEL (DETROJWALA) UMIYA ARTS AND COMMERCE COLLEGE FOR GIRLS

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CEO at TOPS Technologies

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