



COMPUTER ART

Computer Training Institute

- GRAPHIC DESIGNING
- DIGITAL MARKETING
- TALLY PRIME & GST
- ADVANCE EXCEL
- MS OFFICE
- RS-CFA
- RS-CIT



A WORLD-CLASS COMPUTER EDUCATION

PROVIDING COMPUTER TRAINING SINCE 1995

Best computer and digital marketing training Institute near mansarovar jaipur. We provide best tally prime with gst course, advance excel course, rs-cit and graphic designing (photo shop, corel, canva) course and 6 month best digital marketing course near by mansarovar jaipur. Our course, best seo marketing course, social media marketing, wordpress, google ads, affiliate marketing, freelancing, email marketing and 36+ modules or including best video editing training course. So, learn digital marketing or other course with computer art in mansarovar jaipur, where experts guarantee 100% practical training & 100% job assistance. govt recognized digital marketing certificate, internship on live projects, doubt sessions, recorded classes etc.

Founder Institute
Bhagwan Chatnani

Driven by the passion to empower aspiring learners entering the digital world of computers, I, Kuldeep Prajapat, Computer Instructor, am committed to transforming ideas into practical skills and guiding individuals towards real-world success in Digital Marketing.



Kuldeep Prajapat
Trainer



Rajasthan State - Certificate in Information Technology

एक बेसिक डिजिटल साक्षरता कोर्स RS-CIT कोर्स कर आप सीख सकेंगे



- ई-मेल अकाउंट खोलना
- ई-मेल भेजना
- सोशल नेटवर्किंग
- वेबसाइट खोलना



- बायोडाटा
- निमंत्रण पत्र
- प्रोजेक्ट रिपोर्ट
- आई कार्ड



- प्रेजन्टेशन
- फोटो एल्बम
- सर्टिफिकेट
- पोस्टर



- बिज़नेस प्लानर
- हफ्ते के कामों की सूची
- फॉर्मूला
- जमा-खर्च

Advance & Perfect

2

Office



- Gmail
- Uploading
- Search Engine
- Whats App
- Sharing
- Social Media
- PDF Creation
- Data Transfer
- Google Map
- Downloading
- Form Fill
- Searching



- Index
- Smart Art
- Sales Quotation
- Typing
- Report
- Insert Table
- Form Creation
- Notice Typing
- Latter
- Salary Slip
- Mail Merge
- Notes Creation
- Chart
- Envelopes
- Experience Latter
- Page Set Up
- Resume
- Watermark
- Document Print
- Flie Open/Save



- Presentation
- Transitions
- Rehearse Timings
- Themes
- Photo Album
- Animations
- Record Slide Show
- Export
- Video & Audio
- Slide Show
- Screen Recording
- Share
- Background
- Create Slide
- Set Up Slide Show
- 3D
- View Slide
- Hide Slide
- Review Slide
- Links



- Mraksheet
- Calculation of EMI,
- Sort & Advance Filter
- Salary Report
- Interest, Loan Amount
- Vlookup, Hlookup
- Loan Report
- Conditional Formatting
- Page Setup
- Data Analytics
- Pivot Table
- Macros & Short Cuts
- All Type Chart
- All Advance Formulas
- Slicer & Timeline



- Table Design
- Form Wizard
- Export
- Form Design
- Report Wizard
- Relationships
- Report Design
- Macro
- Design View
- Labels
- Import & Link
- Datasheet

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3

1. WELCOME

2. BASIC ACCOUNTS

3. COMPANY CREATION

4. ACCOUNTING MASTER

- Group
- Ledger
- Cost Category
- Cost Center
- Currency
- Rate of Exchange
- Budget
- Scenario
- Voucher Type
- Credit Limits

5. INVENTORY MASTER

- Stock Group
- Stock Category
- Stock Item
- Unit
- Godown
- Price Levels
- Price List (Group & Category)

6. PAYROLL MASTER

- Employee Group
- Employee
- Units (Work)
- Attendance/Production Type
- Pay Heads
- Payroll Voucher Type

7. ACCOUNTING VOUCHERS

- Contra Voucher
- Payment Voucher
- Receipt
- Journal
- Sales
- Purchase
- Debit Note
- Credit Note
- Memorandum
- Reversing Journal

8. INVENTORY VOUCHERS

- Delivery Note
- Receipt Note
- Rejection In
- Rejection Out
- Physical Stock
- Stock Journal

9. ORDER VOUCHERS

- Purchase Order
- Sales Order

10. PAYROLL VOUCHERS

- Attendance
- Payroll

11. PAYROLL

- Salary Slip (Pay Slip)
- Attendance Report
- Salary Report
- Over Time Report
- Pay Head

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12. REPORTS

- Balance Sheet
- Profit & Loss A/c
- Stock Summary
- Ratio Analysis
- Display
- Dashboard

13. GOODS AND SERVICE TAX (GST)

- GST Reg.
- GST Filling
- GST Report
- E-Way Bill Reg.
- E-Way Bill Generate

14. TAX DEDUCTION AT SOURCE (TDS)

15. TAX COLLECTED AT SOURCE (TCS)

16. VALUE ADDED TAX (VAT)

17. ACCOUNTING

- Maintain Accounts
- Enable Bill- Wise Entry
- Enable Cost Centers
- Enable Interest Calculation

18. DAY BOOK

19. BANKING

RECONCILIATION: -

- Banking Activities
- Imported Bank Data

CHEQUE: -

- Cheque Printing
- Cheque Register
- Post-dates Summary

OTHER REPORTS: -

- Deposit Slip
- Payment Advice

20. INVENTORY

- Maintain Inventory
- Integrate Accounts with Inventory
- Enable multiple Price Levels
- Enable Batches
- Maintain Expiry Date for Batches
- Enable Job Costing
- Use Discount Column in Invoices
- Actual and Billed Quantity Columns in Invoice

21. OTHER OPTIONS

- Company Backup
- Company Restore
- Company Split
- Company Repair
- Company Migrate
- Data Path
- Import/Export
- Share
- Print

DIGITAL MARKETING MODULES

4

DIGITAL MARKETING OVERVIEW

1. Digital Marketing vs Traditional Marketing

Introduction to Digital Marketing

Marketing, Traditional vs Digital

What is Digital Marketing and Why there is so Buzz?

Digital Marketing Platforms - Organic and Paid

Digital Marketing era and the way forward

Digital Marketing for Students, professionals & entrepreneurs

Sales Psychology

2. Graphic Designing

- Logo Design, Template Design, Business Card Design
- Certificate Design, Resume Design, Poster
- Basic Video Editing
- Website Banner
- Invitation Card Design
- Brochure Design, Flashcard Design
- Photo Collage
- Marksheet Design

WEBSITE PLANNING & DEVELOPMENT

3. Domain Selection

- Concept of domain name and extensions
- Choosing the right domain
- Tricks to earn money from domain trading

4. Hosting Selection

- Concept of Hosting and Server
- Buy the right hosting as per the budget and working
- World's best hosting services

5. Website Planning and Design

- Understanding and Requirement Websites
- Types, Purpose and Function of Websites
- Different types of platforms on which website designs
- Basic requirements of any website and Ideas
- Understand and Implementation SDLC
- Check Feasibility of Idea and Website
- Resources Required for Website
- Website Setup (Purchase Domain and Hosting) and CMS Installation
- Understand CMS and Setup
- Plan CTAs / How to attract customers?
- Creating and Optimising Wireframes of Website Pages
- Develop the Content, Design and Link Web Pages
- Understand Plugins or Extensions, Widgets, Pages, Post, and Category
- How to take backup of your website and Shift on another server?

ADVANCE SEARCH ENGINE OPTIMIZATION(SEO)

6. SEO Introduction

- What is SEO?
- Introduction to SERP
- What are search engines and their Functions?
- What are keywords and classification?
- Keywords Research Process
- Understanding Keywords Mix
- Google Operator: So that you can find anything on the web
- Research of Competitor Analysis
- Advance Search Tactics

7. On Page SEO

- **Basic Optimization**
- Content Optimization
- Heading Structure
- Internal Linking
- Image SEO
- User Experience (UX)
- Tools Practice

8. Off Page SEO

- **Backlink Building**
- Guest Posting
- Social Media Marketing
- Directory Submission
- Profile & Forum Backlinks
- Brand Mentions
- Local SEO

9. Technical SEO

- **Website Speed Optimization**
- Mobile Optimization
- Crawl & Indexing
- XML Sitemap
- Robots.txt
- HTTPS & Security
- Structured Data (Schema)
- Error Handling

10. Black Hat SEO

- **Core Concepts**
- Black Hat Techniques
- Spam Link Building
- Automation & Spam
- Risks & Penalties

11. White Hat SEO

- Core Concepts
- Key Techniques
- Safe Link Building
- Technical Best Practices
- Tools Training
- Benefits

12. Grey Hat SEO

- Introduction to Grey Hat SEO
- Expired Domains Strategy
- PBN (Private Blog Network)
- Clickbait & CTR Manipulation
- Content Spinning & AI Content
- Tiered Link Building
- Buying & Selling Backlinks
- Cloaking Basics (Awareness)
- Automation Tools (Limited Use)
- Penalty & Risk Management
- Case Studies & Practical

13. International SEO

- Understand the psychology of user and business
- Location oriented search
- Crossborder optimization approach
- Keyword Research for International SEO

14. Local SEO - Local Business Promotion/GMB

- Classified submissions
- Citation + Set-up Google My Business
- Top tools for Search Engine Optimization
- Understanding Link juice?
- Importance of Domain and Page Authority
- How to optimize exact keywords for your business

15. SEO Strategy, Auditing & Reporting

- SEO Strategy Building
- Tools for Assessing SERP and Website Status
- Reporting Template and Generating Current Status of the Website
- Frequency of SEO Reporting

16. Business Profile Manager (GMB)

- Introduction & Basics
- Account Setup & Verification
- Profile Optimization
- Photo & Media Management
- Google Reviews Management
- Google Posts (Updates)
- Insights & Analytics
- Local SEO Techniques
- Q & A Section Handling
- Advanced Features
- Practical Projects

17. AI Tools & Use

- Introduction & AI Tools Overview
- Types of AI
- Prompt Engineering (Most Important)
- AI for Content Creation
- AI for Graphic Designing
- AI for Video Creation
- AI in Digital Marketing

18. Google Tag Manager

- Setup Tag Manager for maintaining website performance
- Using Google Analytics through Tag Manager
- Understanding Tags, Trigger, Variables and Folders.
- Understanding Tag Versions, Workspace and Admin View
- How to give and take access to tag manager
- Check executed tag on the website

19. Google Ads Introduction

- Google Ads Overview
- Google Ads Account Setup
- Ad Creation Process
- Understanding inorganic search results
- Introduction to Google Ads & PPC advertising
- Analytics & Performance Tracking
- Types of Ads (Search, Display, Shopping, Video, App and Smart Ads)
- Understanding Google Ads Algorithm
- Difference between Ad Rank and Ad Position
- What is a quality score and its important
- What is CTR? and it's important?
- Understanding bids

20. Google Display Ads - GDN

- Understanding Display Ads?
- Difference between Search and Google Display Ads
- Types of Targeting Audience
- Niche Audience Targeting
- Types of Display Ads (Image Ads, Responsive Ads, Gmail Ads)
- Advanced Tracking of Display Ads
- Understanding Bidding of Display Ads

21. Google App Promotion Ads

- Requirement and Campaign Setup
- Understand the Bidding System for App Campaigns
- Campaign Optimization
- Creating Video for Application Promotion
- Demographics for App Campaign
- Targeting through Device
- Bidding system in App Campaign

22. Google Search Ads/PPC

- Introduction of Search Ads
- Creating Search Campaigns
- Doing campaign level settings
- Understanding location targeting
- Advance Bidding Strategy
- Understanding types of Bidding Strategy
- Pros & Cons of different bid strategies
- Types of Ad Extensions
- Creating adgroups
- Finding relevant adgroups options using tools
- Creating adgroups using the tool
- Understanding keywords
- Keyword Planner Tool
- Types of Keyword (Broad, Phrase, Exact Match and Negative)
- Ad Creation
- Dynamic Ads
- Call Only Ads
- Tracking Performance/ Conversions
- Importance of CTR
- Checking conversion stats
- Optimizing Search Campaigns
- How to optimize campaigns at the time of creation?
- Optimizing campaign via ad groups
- Evaluating campaign stats
- Optimizing with conversion report
- Optimizing with keywords
- How to decrease CPC
- Analyzing your competitor's performance
- Competitors Spy Techniques

23. Google Video Ads

- Introduction to Video Ads
- YouTube Channel Link
- Skippable In-Stream Ads
- Non-Skippable Ads
- Bumper Ads (6 sec)
- In-Feed Video Ads

24. Google Shopping Ads

- Introduction to Shopping Ads
- Shopping Campaign Setup
- Google Merchant Center Link with Google Ads
- Product Feed Creation
- Shopping Ads Policies

25. Google Demand Generation Ads

- Introduction to Demand Gen Ads
- Platforms & Placements
- Campaign Setup
- Ad Creatives
- Audience Targeting
- Performance Metrics

26. Google Performance Max Ads

- Introduction to Performance Max
- Platforms Coverage
- Asset Group Creation
- Audience Signals
- Product Feed Integration (For eCommerce)
- Automation & AI Understanding

27. Retargeting Audiences

- Using different ads to target audience
- Using Ad Funnel for targeting audience
- Auto targeting via dynamic ads

28. Google Merchant Center

- Introduction to Merchant Center
- Account Setup & Verification
- Product Feed Basics
- Feed Creation (Practical)
- Feed Optimization (Most Important)
- Shipping & Tax Settings
- Product Approval Process
- Diagnostics & Troubleshooting
- Linking with Google Ads
- Promotions & Offers
- Free Product Listings (Organic)
- Advanced Features
- Policies & Guidelines
- Performance Tracking

29. Email Marketing

- What is email marketing and how does it work?
- Essentials of Email Marketing
- Types of email marketing
 - Opt-in (Single Opt-in and Double Opt-in) and Bulk emailing
- Setting up email marketing account and Audience/List
- Email Template Design for the existing audience
- Tricks to land in the inbox instead of the spam folder
- Improving ROI with A/B testing
- Defining Segment, Tags and Reports
- Tricks to increase Open and Click rate.
- Create Email Marketing Strategy and Funnel

30. Email Automation

- Understanding Autoresponders and Use
- Design email template for the upcoming audience - Autoresponders?
- How to plan for autoresponders
- Designing Email Series and User Engagement
- Concept Development for Email Automation

31. Facebook Marketing & Optimization

- Why use social media for business ?
- Understanding Facebook Algorithm - Edge Rank
- Scheduling and Content Optimization
- Facebook Event, Group
- Facebook Ads and their Objectives
- Facebook Ad Funnel
- Conversion Tracking and Remarketing in Facebook
- Tools used in Facebook
- Facebook Ad Examples Library
- Facebook Ad Specification Documentation

32. Facebook Catalogue Setup

33. Facebook Meta Suite Account Setup

34. Facebook Pixel Setup

35. Facebook Ad Manager Account Setup

36. Content Calendar

37. Instagram Marketing & Optimization

- Why use Instagram for business?
- Instagram marketing, content strategy and content plan
- Keys to a successful profile, Increasing Followers
- Instagram Stories, Post, Shoutouts
- How to find your best frequency and timing on Instagram
- Instagram analytics
- All Instagram Ads & Boost Post
- Instagram Optimization
- Instagram Links

38. LinkedIn Marketing & Optimization

- LinkedIn Profile
- LinkedIn Business Page and Showcase Pages
- LinkedIn Group
- LinkedIn Ads
- Become an influencer in LinkedIn
- Free and Paid Services of LinkedIn
- How to start a business from the LinkedIn

39. Pinterest Marketing & Optimization

- Understand basics of Pinterest
- Use Pinterest for business growth
- Best sites for creating infographics
- Content Idea for Infographics
- Pinterest optimization with chrome
- Creative Cheat Sheet and Limitations of Pinterest
- How to increase followers on Pinterest
- Tools to make Pinterest tutorial videos
- Pinterest Contest and interest analytics guide

40. YouTube Marketing & Optimization

- YouTube Channel and Setup Brand Account
- Types of Video (Sales, Informational and Educational)
- YouTube Platform Navigation
- YouTube Creator Studio
- Dashboard, Video Manager
- Community, Channel, YouTube Analytics
- Creation and Editing of Video
- Planning for Live Video
- YouTube Studio Essentials
- Grow in YouTube Earnings
- Our Successful YouTube Case Study

41. Twitter Marketing & Optimization

- Creating Account & understand terminologies
- List, Moments and Twitter Cards
- Increasing Followers
- Twitter Ads and Analytics
- Building Relationship with Media Agency and Celebrities
- Why use Twitter ?

42. Quora Marketing & Optimization

- Quora Account Setup
- Find the right topics for business on Quora
- Find competitors on quora
- Find questions for generating sales for your business
- Best practices for giving answers
- Following and Followers
- Common mistakes on quora
- Quora Advertising and Support
- Understand Answer to Answer
- What is Upvote and Downvote on Quora
- how many questions you should answer
- Quora Analytics

43. WhatsApp Business Marketing

- Business Profile Setup
- Advertise
- Catalog
- Greeting & Away Message
- Quick Replies
- Label List

44. Content Writing

45. Copy Writing

46. Inbound & Outbound Marketing

47. Google Free Sites

48. Google Lead Form

49. Image Editing & Compress

50. Professional Blogging

- Free Platforms for Blogging
- Creating a Free Blog
- Objective of Additional Blog
- How to earn from blog
- Opportunities and Limitations of Blog

51. Google Analytics

- Understanding Google Analytics and Set up
- Major dimensions: Realtime, Audience, Acquisition, Behavior, & Conversion
- Understanding of Goals and Funnel (Conversion Tracking)
- Important Concept of Analytics - Bounce Rate and Exit Rate
- Tracking specific links traffic through Link Tagging
- Understanding Filters and Segments
- Prepare customized reports & setup autogenerated weekly report
- Dimensions and Metrics

52. Design for Marketing

- Understand the basic of design
- Understand font and colour
- Free Tools for Designing
- Paid Tools in Graphic designing
- Different types of designing and Understand the Branding

53. E-Commerce Website Product Listing

- Seller Account Create for Amazon, Meesho, Flipkart
- Product Listing
- Product Order
- Product Return
- Payment Receive & GST Bill

54. E-Commerce Product SEO

55. Ecommerce Optimization and Marketing

- What is e-commerce?
- Top e-commerce websites around the world & it's scenario in India
- Difference between e-commerce software and Shopping Cart software
- Payment Gateways, Merchant Accounts & Logistics for physical goods.
- Convert simple wordpress website to e-commerce website
- Selling through Facebook
- Case studies on e-commerce websites.
- How to do Google Product Listing Ads (PLA) for e-commerce websites.
- How to do SEO for an e-commerce website
- Open source platforms for e-commerce website/CMS
- How to setup website and upload themes
- Self help on e-commerce platform

56. Lead Generation for Businesses

- Lead Generation Concept and Process and their importance
- Understanding Landing Pages and thank-you page
- Essentials of landing page and thank-you page
- Types of Landing Pages
- What is A/B testing?
- Converting Leads into sales - Lead Nurturing
- Creating Lead funnel
- Free tool setup for lead generation

57. Keyword Research

- Introduction to Keywords
- Types of Keywords
- Search Intent (Most Important)
- Keyword Research Tools
- Keyword Metrics, Trending Keywords,
- Competitor Analysis, Practical Projects
- Keyword Selection Strategy, Local Keyword Research
- LSI Keywords, Keyword Placement, Keyword Mapping,

58. Drop Servicing

- Concept of dropservicing
- How to set-up and benefit
- Dropservicing Platform
- How to select platforms for dropservicing
- Making money from dropservicing

59. Drop Shipping

- Concept of dropshipping
- How to set-up and benefit
- Dropshipping Platform
- How to select platforms for dropshipping
- Making money from dropshipping

60. Affiliate Marketing

- Understanding Affiliate Marketing, and Terminologies
- How to become a Super Affiliate? & Getting you started as an Affiliate
- Different ways to do affiliate marketing & Affiliate Marketing Hacks
- Live examples of how people are making money as an affiliate
- Getting you approved as an affiliate from India's top affiliate agencies
- Some of the top affiliate networks in the world
- The Secrets of affiliate marketing & Bids of Affiliate Marketing

61. Google AdSense

- Google Terms and Conditions
- Ready your website for monetization and AdSense Approval Tricks
- Setup AdSense Account (AdUnit, Page Level Ads and Reporting)
- Setup Blog for make money online
- Niche Blogging and Article Frequency
- Do's and Dont's in Blogging and AdSense

62. Freelancing

- Understanding Freelancing and their Platforms
- Choosing Category of Projects or Work
- Understanding Bids and Project Proposal
- Sell yourself technique
- Creating Positive Reviews

DIGITAL MARKETING STRATEGIES

- Digital Marketing Strategy for Job Seekers, Professionals and Businesses
- Digital Marketing Strategy Cycle
- Audit / Current Situation and Recommendations
- Optimum and Effective Execution
- Analyse and Report

63. Online Reputation Management

- What is online reputation management?
- Why online reputation management is need of the hour
- Understanding ORM scenario
- How to deal with criticism online
- Online reputation management Commandments
- How to create a positive brand image online
- Understanding tools for monitoring online reputation
- Step by step guide to overcoming the negative online reputation
- Best examples of online reputation management

64. Digital Marketing Arsenal (Tools)

- Sitemap Generator
- Browser based Analytics Tools
- SERP Rank Checking Tools
- Pinging and Indexing Tools for Webpages.
- Broken Link & Dead Link Checking Tool
- Open Site Explorer
- Domain Details Hacking
- Ahref/SEMRush & Screaming Frog

65. Google Search Console

- Introduction to GSC
- Account Setup & Property Types
- Verification Methods
- Dashboard Overview
- Performance Report (Most Important)
- URL Inspection Tool
- Indexing & Coverage
- Sitemap Submission
- Manual Actions & Security Issues
- Links Report
- Enhancements Section
- Data Analysis & SEO Strategy
- Troubleshooting & Fixing Errors
- Integration with Other Tools

64. Influencer Marketing

65. Page Speed Insight

66. Google Trends

67. Basic Video Editing