15 Years of Excellence! A premier development and IT training institution!

Webs Jyoti: More Than an Institute, a Development & Marketing Agency with a Proven Track Record of 400+ Successful Projects.

- **10000+** Participants Trained
- **6 months** Interactive Training
- **4 months** classroom + 2 months Internship

- **100%** Placement Assistance
- **400+** Live Projects
- Trained more than 100 corporates

Enquire Today

+91-8802000175, 0124-4059041

A Message from the founder

When I began my career at NIIT as Trainer at the age of 18 back in 2007, I had no idea that I would develop a passion for this field and eventually share that passion through teaching.. I strongly believe that a great trainer in IT is someone who actively practices in the field. My agency, Webs Jyoti, has played a crucial role in equipping me with the knowledge needed to teach the latest trends in IT Trainings.

Having worked with over 100 corporate across various industries, I've become adept at running a development & Digital Marketing agency and offering brands effective solutions on the fly. The culmination of my experience and expertise is reflected in " Webs Jyoti " my premium Web Development and Digital Marketing training institute in Delhi NCR.

Webs Jyoti focuses on Digital Marketing, Web Development, Consultancy and Digital Marketing Services. Whether you're a student looking to shape your Digital Marketing career with proper guidance, a professional seeking to upgrade your skills or switch careers, or a research analyst eager to explore a specific segment of digital marketing, Webs Jyoti the perfect place for you.

HIRDESH BHARDWAJ
(Founder @ Webs Jyoti)

As an author Mr. Bhardwaj have authored 3 books on Web Designing, PHP and VBA for Excel.

> **We all have our skills, IT'S JUST A MATTER OF ARRANGING THEM INTO THE RIGHT WAY.**

Why Choose Webs Jyoti ?

Weekly Seminars and Career Grooming

Our commitment to student success goes beyond the traditional classroom experience. We conduct weekly seminars and career grooming sessions that prepare our students for real-world challenges. These sessions also equip them with essential soft skills necessary for a successful career, setting them apart as well-rounded professionals!

15+Certifications

As a Webs Jyoti, you gain access to leading industry certifications from conglomerates like Google, Facebook and Semrush. These credentials position you to become a digital marketer par excellence and job-ready for agency life.

Personalized Internship Experience

We understand the importance of hands-on experience. Each of our students is provided with a personalized internship experience, complete with an individual panel. This approach allows students to access tasks and project work remotely, offering flexibility and efficiency in their learning journey.
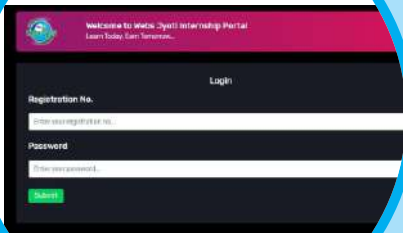
100% Placement Assistance

We care for your career even after you graduate with flying colours! Through Webs Jyoti's 100% placement assistance that comes with soft skills training, you gain a foot in the door to job opportunities across leading companies in the sector.

Real time projects

Our impressive roster of clients includes esteemed names such as The Ardee School, Xaiveer International School, Dharm Zone, FassionX, The Viral Sach, ChiconFire, Family Tree Polyclinic, and many more. These associations are a testament to our capabilities and our ability to meet the unique demands of each client, regardless of the sector they operate in.
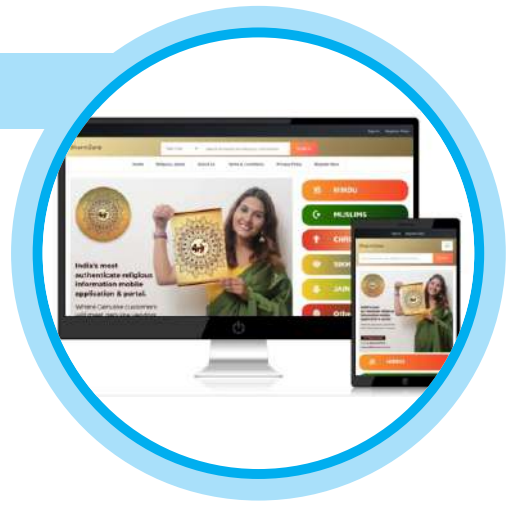
Qualified and Experienced Trainers

At Webs Jyoti, our faculty comprises modern digital marketers with a keen awareness of the latest trends in the industry. you'll receive guidance from experts who actively implement their strategies on a day-to-day basis. This ensures that your learning experience is not just theoretical but deeply rooted in practical, real-world applications, preparing you for the dynamic landscape of digital marketing.

Lifetime Access To Panel (LMS)

Our curriculum is carefully crafted keeping in mind the parameters of an ever-competitive job market. You will have access to our training material on our website, enabling you to brush upon core concepts and stay on top of your game!

Coding Skills

Unlike many institutes that focus solely on using website builders or WordPress, we empower our students to build websites from scratch. They learn in-depth training in HTML, CSS, jQuery, and Bootstrap, gaining the skills to create custom websites tailored to specific needs.

Our Trainers

Hirdesh Bhardwaj
(Principal Trainer)

Deepika
(HR)

Akanksha
(Sr. Developer)

Our Placement Partners

Webs Jyoti has had the privilege to collaborate with top-tier companies in the digital marketing circuit. We are connected to organizations that are on the lookout for talented digital marketers across different specializations. Take a look at a few of our recruiters here!

bigbasket	PGS	BEUMER
GET	NSFI National Skills Foundation of India	Continental CARRIERS PVT LTD
ALPINE Driving Mobile Media Innovation	MBi MB INFORMATICS Pvt. Ltd.	SKV
DCM SHRIRAM	Nestlé	PACE Pace Academy For Competitive Exams
Dudhi Plaster	realistic realtors BUSINESS READY SOLUTIONS	iSFC India Shelter Finance Corporation
PROCESS 9	CARS24.com	JASTECH
FIA GLOBAL	NSG	PGS

Success with
DEEPTI SAINI
Model & Indian Actress

We are thrilled to share the resounding endorsement of our training programs by the renowned model and actress, Deepti Saini. With an illustrious portfolio that spans fashion entrepreneur and winner of international beauty pageants, represented India in srilanka Colombo and Won title of Mrs. India International 1RU and the winner of Mrs. India North 2017, Deepti stands as a testament to the quality and impact of our training.
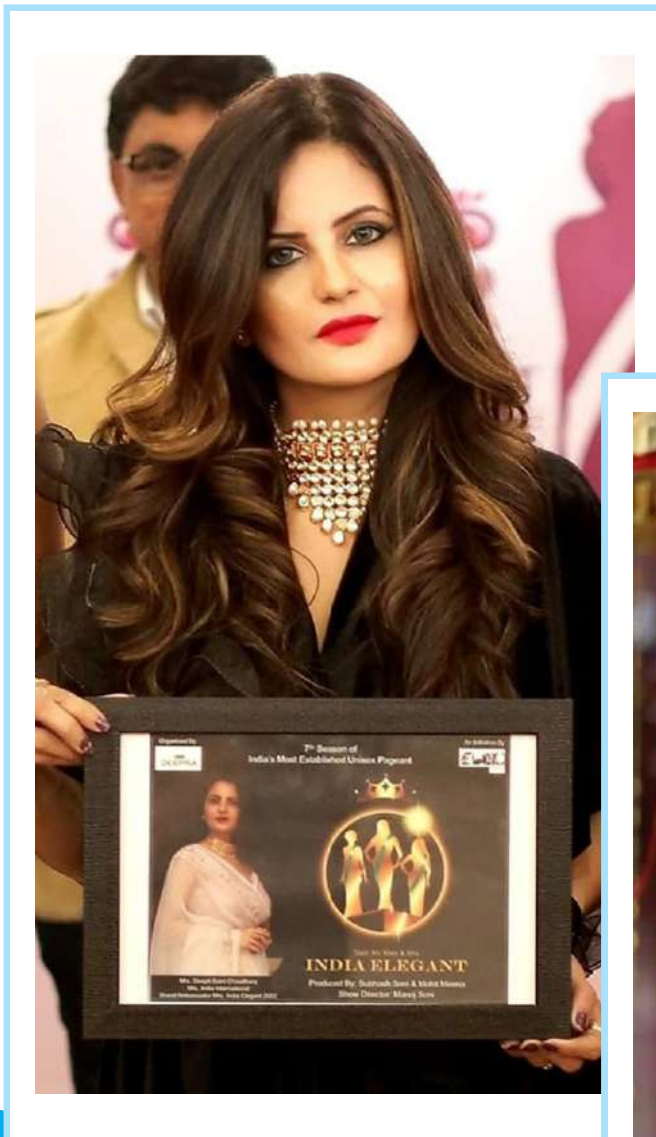
OUR ALUMNI

Thomson M Sanga

Thomson Kr Vigoda

Ndiaye Serigne

Roni Jeffy Salomo

Hernan Felipe Apvalz Pastvanu

Recent Placements

JAYA

AASIF ALI

AJAY SHARMA

ABHISHEK

ANJALI

ANIL PAL

MOHIT

BIRBAL SHARMA

PAYAL

LOKESH

RAMAJI

POOJA CHAUDHARY

RUMAN

SAURABH MUDGIL

LALIT

AMIT BHORIA

MINAKSHI

RITESH

MONIKA

VIKASH

MUKHRAM SINGH

DEEPAK

NISHA

ISHAN

PAYAL

KASHISH

POOJA

NITENDRA

SURENDER

PANKAJ

AJAY KUMAR

SAKSHI VISHNOI

AJAY
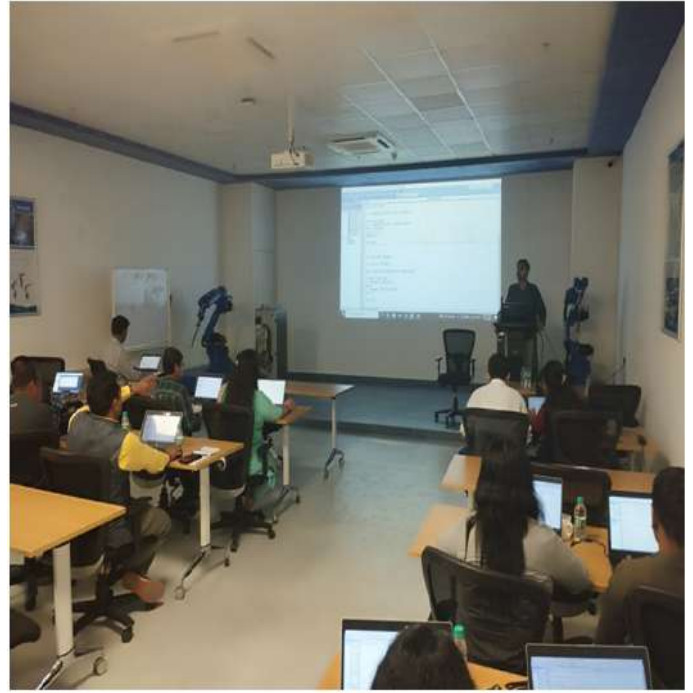
SAURABH

ANJAN

SHIVAM

HARDEV

SONU KUMAR

J RAHIM

SURAJ

MANOJ

Training glimpse from our recent batches

Total Number of Students Trained

10,000

Total Number of corporates trained Our Founder (Online and Offline)

100

Total Number of Experience in Years

15

Total Number of Websites and digital marketing projects developed at Webs Jyoti

400+

Total Number of batches trained at Webs Jyoti

500+

CERTIFICATIONS

On completion of the course, you will be assisted to crack 20+ valuable certificates under different domains.

Webs Jyoti
Course Completion
Certification

Hubspot
Certification

Semrush
Certifications (6)

Google My Business
Certification

Search Ads
Certification

Google Display Ads
Certification

Webs Jyoti
Module Specific
Certifications

Shopping Ads
Certification

Video Ads
Certification

COURSE DETAILS

In Bound Marketing

- Attracting your potential customers into conversion funnel
- Landing page designing
- Conversion optimization
- Conversion optimization patterns for Engaging website visitors
- Email Marketing, Design Pro emails and Tracking tools
- Working with email templates
- Understanding email marketing dashboards

ChatGPT and Other AI Tools

- Generate Content for Blogs and articles
- Learn Advance prompt engineering
- Controlling chat length, specifying and tones
- Generate promotional content for ads
- Generate AI Images, Videos and much more

Search Engine Optimization

Link Building:

– Guest Blogging
– Backlink Acquisition
– Broken Link Building
– Social Bookmarking
– Directory Submissions

Online Reputation Management (ORM):

– Online Review Management
– Brand Monitoring
– Negative Content Removal
– Positive Content Promotion
– PR and Press Releases

Local SEO:

– Local Directory Listings
– Google My Business Optimization
– Local Link Building
– NAP Citations
– Customer Reviews

Influencer Marketing:

– Building Relationships with Influencers

– Influencer Collaborations

– Co-authored Content

– Link Acquisition

Social Bookmarking:

– Sharing Content on Bookmarking Sites

– Encouraging User Engagement

– Building Authority on Social Bookmarking Sites

Document Sharing:

– Uploading Documents on Sharing Platforms

– PDF and PPT Submissions

– Linking to the Website

On Page SEO

- Meta, Title, Anchor, Image Alt and Headings
- Favicon, Sitemap, Robots.txt Files
- Google Console Tool (Track Crawling, Sitemap and URL Inspection)
- Mobile SEO,
- Canonical URL
- Schema Generator Tools (Faqs, Products, Local, Search etc)

SEO Audit, Tools, Measurement

- SEO Audits and reports
- Google Search Console
- Tracking indexing and crawling report
- Algorithm Updates (Google Panda, Penguin , Hummingbird , Google Mobile, Google Quality, Google RankBrain, Google AdWords Updates, Interstitial Penalty etc)
- Understanding of PA / DA & PR
- Speed Optimization – Google Insight & gtmetrix Tool
- What is Google Sandbox
- Yoast SEO Tool for WordPress
- W3 Validator (HTML Validations)
- Website Optimization and Audit
- SEO Resources, Careers in SEO

- SEO Audit – SEO Quake & Yoast SEO
- Google Analytics & Hotjar Tools for Real-time tracking
- DNS Management & Tracking status
- HTML, CSS, JS, PDF & Image Optimization

Video Editing

- Overview of video editing tools
- Uploading video clips and images
- Arranging elements on the timeline
- Basic cuts and trims
- Adding Text and Graphics
- Incorporating text overlays
- Inserting graphics and stickers
- Creating simple animations
- Applying transitions between clips
- Importing and adjusting audio tracks
- Adding background music and sound effects
- Incorporating brand colors and logos
- Using templates for cohesive design
- Exporting Videos from Canva
- Choosing the right video format and quality
- Exporting videos for different platforms (social media, websites, etc.)

Facebook & Instagram Marketing

- Facebook pages and post best practices
- Facebook & Instagram ads – campaign objectives
- Facebook & Instagram ads – targeting audiences Facebook ads – impactful creative's
- Facebook & Instagram ads – optimization and reporting
- Facebook & Instagram ad policies
- Building brand awareness
- Expert Campaign setup
- Audience filters (interest, behavior and demographics)
- Generating leads

Google Analytics & Tracking

- Content performance analysis
- Visitors analysis
- Social media analytics
- Actionable insights and the big picture
- Social CRM & analysis
- Digital analytics
- Platform principles

Web Designing (Learn Coding)

- Introduction to HTML and HTML5
- Basics of HTML
- Understanding the structure of HTML documents
- HTML elements, tags, and attributes
- Creating hyperlinks and lists
- Inserting Images and Video
- HTML Tables

Advanced HTML5 Features
- New HTML5 structural elements
- Multimedia elements (audio and video)
- Forms and input types in HTML5

Cascading Style Sheets (CSS) and CSS3
- Fundamentals of CSS
- Introduction to CSS
- Selectors and properties
- Box model and positioning

Advanced CSS3 Styling
- CSS3 transitions and animations
- Bootstrap Grid system and layout
- Responsive design principles

Bootstrap Framework
- How to install bootstrap
- Understanding the Bootstrap basic classes
- Understanding the Bootstrap grid system
- Utilizing Bootstrap components (navbar, carousel, etc.)
- Customizing Bootstrap themes

Adobe Photoshop for Web Design
– **Basics of Photoshop for Web Design**
– **Introduction to Adobe Photoshop**
– **Image editing and manipulation**
– **Creating web graphics and banners**

Advanced Photoshop Techniques
– **Designing logos and branding elements**
– **Creating flyers and promotional materials**
– **Exporting images for web optimization**

Publishing Your Website
– **Domain, Hosting, and FTP Tools**
– **Registering a domain name**
– **Choosing a web hosting provider**
– **Understanding FTP (File Transfer Protocol)**
– **Uploading files using FTP**
– **Configuring domain settings**

True Caller & Whatsapp Marketing

- **Create Campaign for the Truecaller**
- **Truecaller Ads Manager**
- **How to Create and Manage Truecaller Campaign**
- **Designing Content for Whatsapp Ads**
- **Creating Catalog for the whatsapp business**
- **Campaign bulk sms-whatsapp**

Content Marketing

- **Myths about content marketing**
- **Identifying & creating "Good" content**
- **Framework to begin a content marketing program**
- **Creating a blog post**
- **Difference between blog and website**
- **What is WordPress? How to Install SEO Plugins**
- **How to create profile, proposal, portfolio and invoices**

Search Engine Marketing

- Introduction to SEM – fundamentals & case studies
- Creation of Google display network
- Shopping campaigns – introduction
- YouTube marketing – introduction & Ad formats

Google Ads Campaign and Tutorial

- Introduction to PPC Advertising
- Google Ads and Bing Ads
- Display Advertising and Remarketing
- PPC Analytics and Performance Measurement
- Expert Campaign vs smart campaign
- Dashboard designing
- Keywords planner tool
- Forecasting a PPC budget
- Conversion tracking, types and deployment
- URL Parameters in PPC

WordPress – Blogging & E-Commerce Setup

- Wordpress setup guide
- Creating and editing posts and pages.
- Working with the visual editor and HTML editor.
- Understanding categories and tags.

Customizing WordPress Themes

- Introduction to WordPress themes.
- Choosing and installing themes.
- Customizing themes : Header, footer, and sidebar.
- Introduction to responsive design.

Plugins and Widgets

- Installing and configuring plugins.
- Understanding widgets.
- Recommended plugins for specific purposes (e.g., SEO, social media sharing).

User Management and Security

- Creating and managing user accounts.
- User roles and permissions.
- Basic security measures: Strong passwords, limiting login attempts.

Content Management and SEO

- Organizing content with categories and tags.
- SEO best practices for WordPress.
- Installing and configuring SEO plugins.

Site Speed and Performance Optimization

- Caching and optimization plugins.
- Reducing image and media file sizes.

Launching and Maintaining Your WordPress Website

- Preparing for website launch.
- Regular website maintenance and updates.

Setting Up Your Store using WooCommerce

- Introduction to E-Commerce and WooCommerce
- Installing and Configuring WooCommerce
- Adding and Managing Products
- Woo Commerce Themes and Customization
- Payment Gateways and Shipping Options
- Customer Management and Orders
- WooCommerce Extensions and Plugins
- Product Variations and Attributes
- Coupons, Discounts, and Promotions
- SEO for E-Commerce with WooCommerce
- Marketing and Advertising Strategies
- Analytics and Reporting

Career Opportunities

After completing Digital Marketing Internship

Search Engine Optimization
Every company needs SEO professionals who can rank their website in Top of the search engines, You can fill the position of SEO expert in any organization.

Pay Per Click (Google Ads)
Get expert hands on PPC advertising and work as a PPC expert in SMB's and MNC's. The Certification in Adwords will make you stand out from others.

Blogging
If you have good command in Language then you can make career in Blogging. Find your niche and start writing and make yourself a Brand.

Video Editing
You can make career in youtube marketing, learn to create a channel & upload content like videos & shorts and earn money through the adsense program.

Social Media
Every company needs a Social media experts who can manage their social profiles, plan social media Strategy and increase the awareness of a Brand.

Affiliate Marketing
Work as a Affiliate marketer in any organization or earn money by selling the products of Big brands like Amazon, Flipkart etc.

Why Choose Us

01
PROFESSIONAL COURSES
Course Modules are designed as per industry requirements.

02
EXPERIENCED INSTRUCTOR
We have experienced 15+ yrs in-house team

03
PRACTICAL TRAINING
We have a lot of projects on which SEO/SMO digital marketing done by our SEO experts.

04
TRAINING CERTIFICATE
We provide internship & Training certificate after the course completion.

# 6 MONTHS DIGITAL MARKETING COURSE
(POWERED BY ARTIFICIAL INTELLIGENCE)

Offline & Online Training Course Curriculum (4 months)

- Digital Leader Mindset
- Social Media Management
- Instagram for Business
- LinkedIn Marketing
- Graphic Designing (Photosop)
- Automation
- Facebook Ads & Instagram Ads
- Content Writing
- Website Designing
- Search Engine Optimization
- Search Engine Marketing

+

Internship(2 months)

- 4-5 Live Projects
- Working in a team
- Coding skills
- Task Based Internship
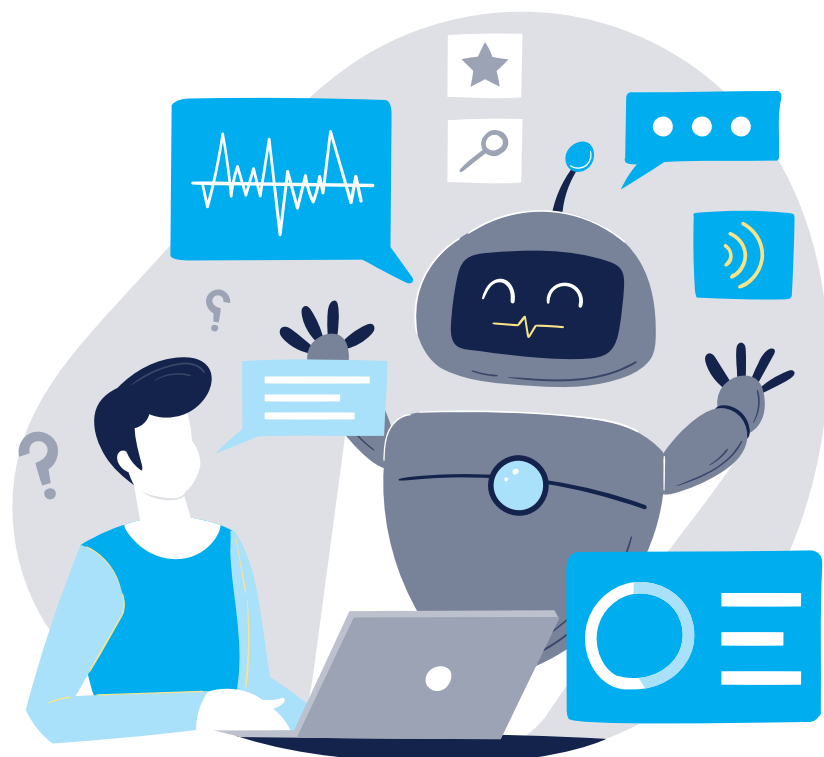
WHAT OUR STUDENTS HAVE TO SAY

Pankaj Shakya
Local Guide · 12 reviews
★★★★★ 6 years ago

Latest course content to use in practical life and faculties are very much clear about their teaching concept and are highly knowledgeable. Short batches for better learning. Thanks to webs Jyoti Institute.

👍 Like

Response from the owner 6 years ago
Thank you Pankaj...

✏ Edit   🗑 Delete

Amit kumar
16 reviews · 150 photos
★★★★★ 6 years ago

I learnt SEO Digital Marketing from Hirdesh Sir... Now i am working full time seo executive for my business. a big thanks to Sir and team..

↩ Reply   👍 1

Sunil Sharma
9 reviews
★★★★★ 5 years ago

Many thanks to Bhardwaj Gurudev..your teaching method and your web designing books loved by everyone.

↩ Reply   👍 1

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sourav yadav HARYANA
1 review
★★★★★ a year ago

I designed my first project here i did internship in digital marketing and web designing from webs jyoti under bhardwaj sir. My 2 colleagues also did same from here and we got a good experience' thank you sir

↩ Reply   👍 Like

priyanka bhatti
1 review

★★★★★ a week ago **NEW**

Completing my course at Webs Jyoti has been a transformative experience. Throughout the curriculum, which focused on HTML, CSS, and Bootstrap, I gained hands-on experience and practical skills crucial for web development. The faculty's unwavering support and commitment to mentorship created a conducive learning environment. What sets Webs Jyoti apart is its forward-thinking approach, seamlessly integrating AI studies into my internship. I am grateful for the comprehensive experience, and I look forward to applying my newfound skills in the dynamic fields of web development and AI.

avani Yadav
1 review

★★★★★ a week ago **NEW**

"I recently completed my course and am now interning with Web Jyoti. The Digital Marketing module has been a great experience. The teaching is excellent, and the support and services provided by Jyoti are top-notch. The staff is knowledgeable, and I've gained practical skills that I can apply in the real world. Overall, I'm very satisfied with my internship at Webs Jyoti and look forward to using these skills in my future endeavors."

FAQs

How is this digital marketing certification different from others?

Free trial classes: We provide free trial classes to the students so that from the very first-day eligibility and the learning ability of the students/interns can be observed. In the beginning, students are monitored for their eligibility in the creativity, programming, and thought process by proving the best learning environment and training.

Personalized mentorship: We provide personalized assistance and mentorship to offer equal learning opportunities, a perfect learning environment, and growth to all interns/students. Training and internship: We provide something beyond classroom training. We prepare the students/interns for corporate joining by providing them with 6 hours internship (minimum 2 months) after the completion of their chosen course (minimum 4 months). We provide the interns' proper corporate environment and real-time projects to make them ready for future corporate challenges.

What kind of certification will I get after completion of this course?

Upon completion of the course, you will receive a certificate of completion from Webs Jyoti. Along with this primary certification, you will also receive Internship Letter, relevant certificates fromGoogle, Facebook etc..

Who can take this course?

All students who are enrolled in college, entrepreneurs and businessmen/businesswomen who want to expand their business, mid-level managers, homepreneurs and freelancers in the industry who want to enhance their marketing knowledge would benefit from this course.

Can I get a refund?

There is strictly no refund policy before, during or after the course.

Do you provide a demo class?

Yes, we provide a demo session.

Do I need to know any programming language?

No, there is no need for programming language proficiency.

Is Digital Marketing a successful career opportunity for a Fresher?

Digital Marketing is one of the fastest growing industries in the world. Freshers who seek a future proof career in marketing would benefit from the course. Some significant job roles that you can take up are mentioned below:

- Social Media Executive
- Digital Marketing Strategist
- SEO Expert
- Content Writer

- Client Service Executive/ Account Manager
- Copywriter
- Media Planner
- Business Development Executive

Do You provide an internship?

Yes, Internships will be provided for all students who show promise in their course

NCR's Only Agency-Based
Digital Marketing Training Institute

Webs Jyoti

Contact : +91-8802000175, 0124-4059041

Address : M-24, Old DLF Colony, Sector-14, Gurugram 122001

Email : info@websjyoti.com