RANKWAY DIGITAL

Build Skills That Create Real Income

Master Digital Marketing and Website Development with industry-focused, AI-powered training designed for real results.

Why Choose RankWay Digital?

100% Practical Training
Everylesson includeshands-on exercises and real-world applications that prepare you for actual client work.

Learn With Real Projects
Build a professional portfolio whilst learning through authentic projects that showcase your abilities to employers.

AITools Included
Master cutting-edge AI technologies like ChatGPT and Canva AI to accelerate your workflow and boost productivity.

Industry-Expert Trainers
Learndirectly from professionals actively working in digital marketing and web development who bring real-world insights.

Freelancing & Job Suppor t
Getpersonalised guidance on landing your first clients, building proposals, and securing full-time positions.

Certification + Lifetime Guidance
Receive industry-recognised certification and enjoy ongoing mentor support throughout your entire career journey.

Course 1: Digital Marketing Mastery Programme

Acomplete career-focused programme thatteaches you howto marketany business online using SEO,Ads, Content, and AItools 4 the exact skills needed in today's digital world.

This comprehensive training transforms beginners into confident digital marketers capable of generating measurable results for businesses. You'll master the entire digital marketing ecosystem, from search engine optimisation to paid advertising, content creation to analytics. Each module builds upon the previous one, ensuring you develop a cohesive understanding of how digital channels work together to drive growth.

Whether you're looking to launch a freelancing career, secure an agency position, or grow your own business, this programme provides the practical foundation you need to succeed in today's competitive digital landscape.

3
Months Duration

₹10K
Investment

Programme Format

Practical + Projects

Level: Beginner to Advanced

Digital Marketing Curriculum

01
Introduction to Digital Marketing

- What is Digital Marketing?
- Understanding Online Customer Behaviour
- Marketing Funnels
- Competitor Research

02
Website & WordPress Basics

- Domain, Hosting, SSL
- Installing WordPress
- Creating Basic Web Pages
- Website Optimisation Essentials

03
SEO(Search Engine Optimisation)

- Keyword Research
- On-Page SEO
- Technical SEO
- Off-Page SEO
- Local SEO (Google My Business)
- Google Search Console & Analytics (GA4)
- SEO Reporting

04
Social Media Marketing (SMO)

- Instagram Optimisation
- Facebook   Optimisation
- LinkedIn Branding Hashtag
- Strategy Content Planning &
- Strategy

05
Google Ads

- Search Ads
- Display Ads
- YouTube Ads
- Performance Max
- Conversion Tracking
- Remarketing

MODULE 6: Meta Ads (Facebook & Instagram)

- Ad Campaign Structure
- Targeting & Audiences
- Ad Copy & Creative Strategy
- A/B Testing
- Scaling Campaigns

MODULE 7: Content Marketing

- Content Writing Fundamentals
- Blog Writing
- Storytelling & Hooks
- AI Tools for Fast Content

MODULE 8: Email Marketing

- Email Setup
- Automations
- List Building
- Email Content Strategy

MODULE 9: Automation & AI Tools

- ChatGPT for Marketing
- Canva AI
- Keyword Tools
- Automation Tools

MODULE 10: Freelancing & Job Preparation

- Resume & Portfolio Creation
- Pricing Strategies
- How to Get Clients
- Freelancing Profile Setup

From Learning to Earning

Build Your Portfolio

Complete real-worldprojectsthat demonstrate your capabilities to potential clientsandemployers. Your portfolio becomes your most powerful marketingtool.

Launch Your Career

Applyprovenstrategiestosecure yourfirstpayingclientsorlanda full-timeposition.Ourjob preparationmoduleensuresyou standoutfromthecompetition.

Generate Income

Startearningwithinmonthsof completingtheprogramme.Many ofourgraduatesbeginfreelancing whilststilllearning,building incomestreamsthatgrowover time.
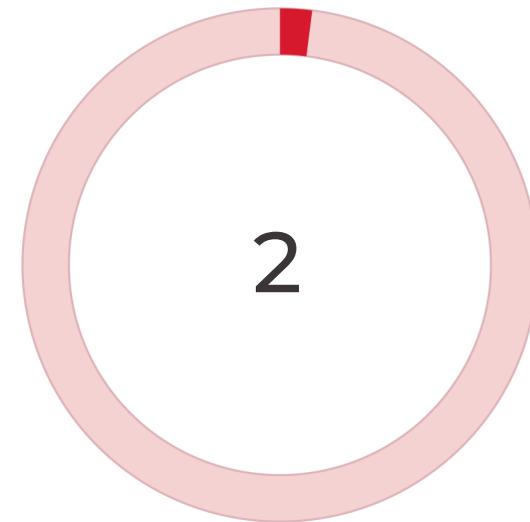
"The practical approach and real project experience made all the difference. I landed my first three clients before even finishing the course."
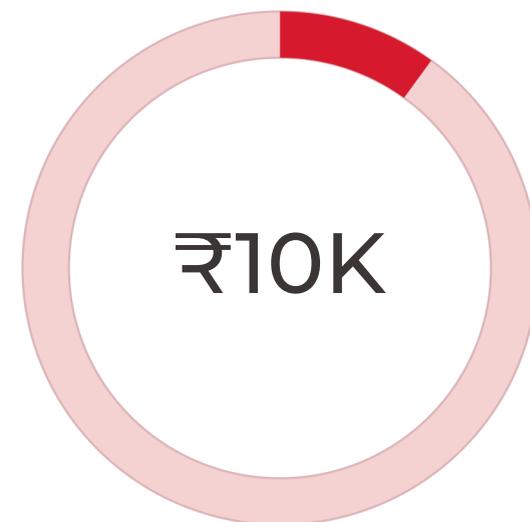
Course 2: WordPress Development Master Programme

A complete web developmentprogrammethat teaches you to buildmodern, responsive,high-converting websites using **HTML, CSS, WordPress & Elementor** 4 exactly how agencies build websites today.

This hands-on programme takes you from coding fundamentals to professional website development. You'll learn to create stunning, functional websites that work flawlessly across all devices. Master the tools that professional developers use daily, from writing clean HTML and CSS to building sophisticated WordPress sites with Elementor's visual builder.

Whether you want to offer web development services, work for an agency, or build your own digital products, this programme equips you with the technical skills and practical knowledge to deliver professional results that clients value and pay for.

2

Months Duration

₹10K

Course Fees

Programme Details

Format: Practical + Projects

Level: Beginner to Advanced

Includes: Full client project and freelancing guidance

Website Development Curriculum

1 — MODULE 1: Web & Development Basics

Understandinghow websiteswork, domainandhosting fundamentals, servers, and web standards that formthefoundation ofmodern web development.

2 — MODULE 2: HTML

MasterHTMLtags,elements, page structure, forms, tables, media embedding, and semantic HTML for accessible,well-structured websites.

3 — MODULE 3: CSS

Learnselectors,properties, colours, fonts, layouts, Flexbox, Grid, animations, transitions, and responsive design techniques for beautiful interfaces.

MODULE 4: WordPress Setup & Interface

- Installation(Local & Live)
- Admin Dashboard Navigation
- Theme Selection & Customisation
- Essential Settings & Configuration

MODULE 5: Elementor Website Builder

- Elementor Basics & Interface
- Sections, Columns & Widgets
- Header & Footer Builder
- Global Colours & Styles
- Pop-ups & Animations
- Creating Fully Responsive Pages

1 — Plugins & Enhancements

SEOplugins,security,backup,speed optimisation, and contact forms

2 — WooCommerce Store

Completeonlinestoresetup,product management, payment gateways, cart & checkout

3 — Speed Optimisation

Caching,minification,imageoptimisation, and CDN setup for lightning-fast sites

4 — Security & Protection

SSLsetup,firewall,anti-malware, backup management, and security best practises

5 — Live Deployment

Hostingsetup,DNSconfiguration, website migration, and complete launch checklist

6 — Client Project + Freelancing

Buildacompleteclientwebsite,writeproposals, price services, and handle clients professionally

Career Opportunities

Upon completing either or both programmes,you'll be qualified for numerous high-demand roles in the digital economy. These positions offer competitivesalaries, flexibleworking arrangements, and excellent growth potential. Many of our graduates start with freelancing to build experience and income, then transition to full-time roles or scale their own agencies.

Digital Marketer

Plan and execute comprehensive digital marketing strategies across multiple channels to drive business growth.

SEO Specialist

Optimise websites to rank higher in search engines, driving organic traffic and sustainable business results.

Ads Specialist

Create and manage profitable advertising campaigns on Google, Facebook, Instagram, and other platforms.

Social Media Manager

Develop engaging content strategies and manage brand presence across social media platforms.

WordPress Developer

Build custom WordPress websites and solutions for clients, agencies, and businesses worldwide.

Elementor Expert

Specialise in creating stunning, conversion-focused websites using the Elementor page builder.

Website Designer

Design and develop beautiful, functional websites that deliver exceptional user experiences.

Freelancer

Work independently, set your own rates, choose your clients, and build a flexible lifestyle business.

Income Potential: Entry-level digital marketers and web developers in India typically earn ₹3-5 lakhs annually, whilst experienced professionals and successful freelancers can earn ₹8-15 lakhs or more. Many of our graduates supplement full-time income with freelance projects, creating multiple revenue streams.

Contact Us

RankWay Digital

Readyto transform your careerand start earning with in-demand digital skills? Our team is here to answer your questions, discuss your goals, and help you choose the right programme for your aspirations.

Whether you're a complete beginner or looking to upskill, we'll guide you through every step of your learning journey. Get in touch today to begin your transformation.

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Join hundreds of successful graduates who have transformed their careers with RankWay Digital. Your journey to financial independence through digital skills starts here.