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TOP 10 REASONS WHY SLOG SOLUTIONS IS EVERY STUDENT'S CHOICE

100 % Job Guarantee

We take every necessary step to get you a suitable job on successfully completing the course

Trained and Certified Faculty

Award winning and Industry benchmarked training faculty

Unique Teaching Methodology

Innovative methods of teaching that make learning fun and easy to remember

Practical training through labs

One computer per student that enables practical software based training to all students

Scenario based learning

Through case studies and real life project, we provide a real life problem solving opportunity

Personality Development Sessions

Enhance your confidence and ensures better job and higher salary prospects

De-stress with Yoga

When you are relaxed, you find it easy to learn more

Approval

A well established and ISO, MCA and MSME approved training company in Dehradun.

Industrial Visit

Students will get an industrial visit to learn the practical work and experience the real life based project

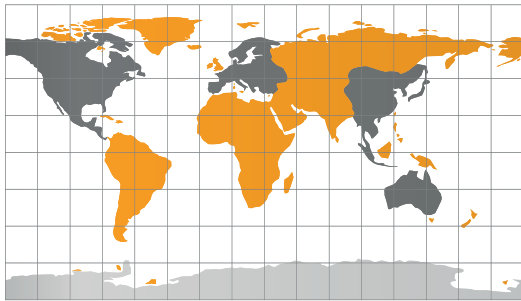
Student Industrial Trip

Students will have 2 day tour in Uttarakhand

100 % JOB GUARANTEED MODULE



1 YEAR AND 6 MONTHS MODULE



CERTIFICATION

One Diploma Certificate

5 Global Technical Training certificate

5 Project Certificate

Internship Certificate

Soft Skill Certification

Our Module have Two Phase.

Phase - I (240 Hours) & Phase-II (240 Hours)

Phase - I Contain Technical Part

Phase - II OJT (On Job Training) +
Learning skills

FEE:

For Detailed Fee Structure Please Visit
SLOG Campus.

TERMS AND CONDITIONS

For Detailed Visit SLOG Campus or
Call us at 7456000240/41.42



MODULE - 1 - CIVIL CAD PACKAGE - Content of Phase-I (320hrs.)

AutoCAD- Planning & Survey (70 Hours)

Revit- 3D modeling, Rendering, V-Ray, Detailing (70 Hours)

STAAD Pro- Structure analysis and Detailing, Detail drawings (50 Hours)

Estimation- Detail cost and estimation of building (40 Hours)

Primavera- Project Management (50 Hours)

PDP- Personality Development Program (20 Hours)

Interview facing skill development- Technical and Professional (10 Hours)

Resume writing (10 Hours)

MODULE - II MECHANICAL CAD PACKAGE - Content of Phase-I (320 Hrs.)

AutoCAD- Drafting & Isometric (60 Hours)

Solidworks- 3D modeling, detailing (60 Hours)

CATIA- 3D modeling, detailing (80 Hours)

Ansys- Analysis, Detailing and Simulation (80 Hours)

PDP- Personality Development Program (20 Hours)

Interview facing skills development- Technical and Professional (10 Hrs)

Resume writing (10 Hours)

MODULE - III WEB DESIGNING & DEVELOPMENT USING PHP

Content of Phase - I (320 Hrs.)

HTML- Building base of website (30 Hours)

CSS- Beautify the HTML Content (60 Hours)

JS - Make website interactive (60 Hours)

PHP- To make website dynamic (90 Hours)

MY SQL- To store dynamic data (40 Hours)

PDP- Personality Development Program (20 Hours)

Interview facing skill development- Technical and Professional (10 Hours)

Resume writing (10 Hours)

MODULE - IV - INTERNET OF THINGS

Content of Phase-I (320 Hrs.)

IOT - A technology designed to automate the simple devices using Internet (90 Hours)

ROBOTICS- A technology specially used for automation (90 Hours)

Industrial Automation (100 Hours)

PDP- Personality Development Program (20 Hours)

Interview facing skill development- Technical and Professional (10 Hours)

Resume writing (10 Hours)

MODULE - IV - DIGITAL MARKETING & NETWORKING

Content of Phase-I (320 Hrs.)

SEO- Process of growing the quality and quantity of website traffic (60 Hrs)

SMO- Process to generate publicity to increase the awareness of a service (60 Hrs)

Networking - (50 Hrs)

CCNA- Beginner level certification in networking by Cisco (60 Hrs)

CCNP- Advance level certification in networking by Cisco (50 Hrs)

PDP- Personality Development Program (20 Hours)

Interview facing skill development- Technical and Professional (10 Hrs)

Resume writing (10 Hrs)

MODULE - 1 - AI & ML MODULE - Content of Phase-I (320hrs.)

Python- Programming language (40 Hours)

Numpy- Library used for scientific calculations (30 Hours)

Pandas- Library used for data manipulation & for data analysis (30 Hrs)

Python Sqlite3- Database used to store dynamic data (30 Hours)

SEABORN - Library for data visualisation (20 Hours)

MACHINE LEARNING - Technology used to train and test machine logical models (30 Hours)

DEEP LEARNING & NEURAL NETWORKS (50 Hrs)

ARTIFICIAL INTELLIGENCE (50 Hrs)

PDP- Personality Development Program (20 Hours)

Interview facing skill development- Technical & Professional (10 Hrs)

Resume writing (10 Hours)

Phase - II

(Common For All Modules)

On Job Training(OJT) (160 Hrs)



Get an EDGE over other STUDENTS with our EMPLOYABILITY TRAINING

In the real world, a winning personality is just as important as technical skills. We provide Technical industry based training and Personality Development programs in our courses. Our program focuses on enhancing their technical and communication skills. It includes extensive employability sessions such as mock interviews, thus ensuring that our students are industry ready at the completion of their course.

[Job Guarantee Training Program Module -Digital Marketing & Networking Package]

[Digital Marketing & Networking Syllabus]

Institute Information

Email

[slog.doon@gmail.com]

Contact No.

[7456000240/41]

Office Location

[Dehradun, Uttarakhand]

General Information

Duration

[320 Hrs]

Description

[A technology designed to learn digital marketing and networking]

Expectations and Goals

[After Completion of training students will be able to create their own projects and get job]

Technology Covered

[SEO, SMO, Networking, CCNA]

Course Content

SEO [70 Hrs]

BASIC SEO TRAINING

1. What is SEO
2. History & Evolution of SEO
3. Important SEO Algorithm Updates by Google
4. On Page Optimization topics
5. Google Search Console (basics)
6. Google Analytics
7. Bing Optimization
8. Practical Training in Live CMS Websites
9. Practice Training in HTML Pages

10. Practical On page training in PHP pages
11. Website Analysis, Tools, Audit & Documentation
12. Detailed Class on Search Console
13. Local SEO
14. Conversion Optimization
15. Off Page SEO
16. Recovery Tools

ADVANCED SEO COVERS FOLLOWING TOPICS

1. Canonical
2. Open Graph Optimization
3. Schema Markup
4. AMP Optimization

SEO ANALYSIS OF WEBSITE

1. Website Analysis
2. SEO Competition Analysis
3. Keyword Research
4. Keyword Finalize
5. Search Engine Optimization Strategy Analysis
6. Initial Ranking analysis

ON PAGE SEO OPTIMIZATION

1. Website Structure Optimization
2. Content Optimization
3. Image Optimization
4. HTML code optimization
5. Meta tag creation & optimization
6. HTML Sitemap creation
7. Web master tools
8. Analytics Setup & Monitoring
9. Robots.txt Optimization
10. RSS Feed Generation

OFF PAGE SEO OPTIMIZATION

1. Google Base Optimization (Google My Business)
2. Reputation building
3. Book marking
4. SEO Content writing
5. Quality link building
6. Article submission
7. Press Release Creation
8. Blog commenting
9. Forum posting

SOCIAL MEDIA OPTIMIZATION & MARKETING

1. Social bookmarking
2. Social Networking Profiles creations
3. Social Networking Profile Optimizations
4. Content Sharing Optimization

5. Video Optimizations
6. Social media advertising (PPC)
7. Blogging
8. Blog Optimization

SEARCH ENGINE MARKETING

1. Slide submission
2. Pay per click (PPC) campaigns
3. Search Engine Marketing Research
4. Video Marketing
5. Image marketing

REPUTATION BUILDING

1. Authority building
2. Trust building
3. Relationship building
4. Mentions
5. Tagging
6. Profile optimization
7. Profile building

CONVERSION OPTIMIZATION

1. Conversion analysis
2. Conversion Tracking
3. Conversion Creation
4. Conversion building
5. CTR Improvements tactics
6. ROI conversion optimization

TRAINING FOR USAGE OF SEO TOOLS

1. Webmasters tools
2. Analytics
3. Keyword Planner
4. SEO Marketing Tools
5. Website Analysis Tools
6. Trend Analysis Tools
7. Related keyword research tools

ADVANCED SEO SESSIONS

1. Canonical
2. Open Graph Optimization
3. Scheme Mark up
4. Data Highlighter
5. Rich Snippets
6. AMP (Accelerated Mobile Pages)

SMO [70 Hrs]

SMO BASICS

1. Introduction to Social Media
2. Advantages Over Online Marketing
3. Social Media Strategy
4. Network Optimization
5. Brand Management Strategies
6. Network Profile Creation
7. Social Media Key Concepts

IMAGE OPTIMIZATION AND NETWORKING

1. Flickr
2. Picasa Web
3. TinyPic
4. Image Optimization AND Sharing

BLOGGING NETWORK

1. Blogs Creation
2. Blogs Submission
3. Blogs Promotion
4. Blogs Weekly Postings
5. Blogs Commenting

TWITTER OPTIMIZATION

1. Introduction to Micro blogging and Twitter
2. Twitter Demographics
3. Use for reputation, promotion, sales, conversing
4. Who to follow
5. Tweeting
6. Tracking Code
7. Ghost writers and the importance of disclosure
8. Twitiquette

9. Twitter Lists
10. Twitter Account Promotion
11. Searching tweets and users
12. Measuring Influence
13. Tools

GOOGLE+ OPTIMIZATION

1. Setting Social Objectives
2. Social Strategies and Tactics for Google+
3. +1s and Sharing
4. Integration with your site
5. Promoting a Brand on Google+
6. Tools
7. URL Shortening Tools

YOUTUBE OPTIMIZATION

1. Online video - content is king
2. Viral films and brand
3. Defining your goals, metrics and budgets
4. Getting an audience
5. Creating and managing an account
6. Using Ads inside Videos
7. Promoting YouTube Videos

SOCIAL BOOKMARKING

1. Stumble Upon
2. Digg
3. Reditt
4. Delicious
5. Fave It
6. E-buzz

FACEBOOK OPTIMIZATION

1. Latest trends
2. Difference between Profiles, Places, Groups and Pages
3. Social media and communications strategy
4. Open Graph
5. Frictionless sharing
6. Facebook Connect (Like, Share, Comment)
7. Facebook Pages (Creating, Managing, Retention)
8. Facebook Apps
9. Measuring and Monitoring
10. Sponsored Stories
11. Facebook Places and check-ins
12. Advantages and challenges

LINKED IN OPTIMIZATION

1. Introduction to LinkedIn
2. Creating the right profile and settings
3. Increasing reach and visibility
4. LinkedIn Groups
5. Company Pages

Networking [70 Hrs]

1. Introduction to Networking

1. What Is Network Computing?
2. Building Blocks of Networks
3. Network Infrastructure: Media
4. Network Infrastructure: Switches and Access Points
5. Network Infrastructure: Routers
6. Network Services
7. Network Types
8. Network Topologies
9. Locating Network Resources: Peer-to-Peer Networking
10. Locating Network Resources: Client-Server Networking
11. Virtual Computing

12. Cloud Computing
13. Module Review and Discussion Questions

2. Network Standards

1. Introduction
2. Standards Organizations
3. Example Standards Development Process
4. OSI Model Overview
5. TCP/IP Model
6. Module Review and Discussion Questions

3. Physical Network Connections

1. Introduction
2. UTP Cabling
3. Fiber Optic Cabling
4. Wireless Connections
5. Module Review and Discussion Questions

4. Ethernet LANs

1. Introduction
2. NIC and MAC Addresses
3. Ethernet Standards
4. Ethernet Frame Structures
5. Ethernet Equipment Types
6. Ethernet Connectors
7. Ethernet Performance Issues
8. Module Review and Discussion Questions

5. Ethernet Switching

1. Introduction
2. Benefits of Switching
3. Switch Installations
4. Switch Operations Overview
5. Switch Loop Problems
6. Spanning Tree Protocol Overview
7. Configuring Switches
8. VLAN Overview
9. Link Aggregation
10. Troubleshooting
11. Module Review and Discussion Questions

6. Wireless LANs

1. Introduction
2. WLAN Standards: IEEE & Wi-Fi Alliance
3. WLAN Components
4. SSID
5. Wi-Fi Channels
6. Wi-Fi Speeds Overview
7. WLAN Security
8. WLAN Performance Issues
9. Module Review and Discussion Questions

7. IP Addressing

1. What Are Logical Addresses?
2. Binary Numbering
3. Dotted Decimal Notation
4. Three Types of IP Addresses
5. Classful Addressing
6. Assigning IP Addresses
7. Reserved Addresses
8. Private Addresses
9. Network Masking
10. Classless Addressing
11. Introduction to IPv6
12. Module Review and Discussion Questions

8. IPv4 Subnetting

1. Purpose of Subnetting
2. Subnet Communications
3. Subnet Mask Rules
4. The Art of Subnetting
5. The Science of Subnetting
6. Calculating Subnets
7. Four Key Addresses
8. Implementing the Plan
9. Subnetting Case Study
10. Variable-Length Subnet Masking
11. Module Review and Discussion Questions

9. TCP and UDP

1. Introduction
2. TCP and UDP Headers

3. Connection-Oriented vs. Connectionless Communications
4. Transmission Control Protocol
5. User Datagram Protocol
6. TCP and UDP Port Numbers
7. Network Address Translation
8. Module Review and Discussion Questions

10. Support and Management Protocols

1. Introduction
2. Address Resolution Protocol
3. Dynamic Host Configuration Protocol
4. Domain Name System
5. Internet Control Message Protocol (ICMP)
6. Internet Group Management Protocol (IGMP)
7. Telnet
8. Simple Network Management Protocol (SNMP)
9. Legacy Protocols: NetBIOS and NetBEUI
10. Module Review and Discussion Questions

11. Routing

1. Routing Overview
2. Logical Segmentation
3. Static vs. Dynamic Routing
4. Routing Decision Process
5. Route Protocol Operation
6. Common Routing Protocols
7. Configuring Routers
8. Module Review and Discussion Questions

12. Wide Area Networks

1. Introduction
2. Evolution of WAN Technologies
3. Sources of WAN Solutions
4. Circuit Switched vs. Packet Switched
5. Circuit Switched WAN Solutions
6. Packet Switched WAN Solutions
7. Internet WANs
8. Module Review and Discussion Questions

13. Communications Protocols

1. Introduction
2. Electronic Mail
3. Instant Messaging
4. Voice over IP
5. Unified Communications
6. Module Review and Discussion Questions

14. Web Protocols

1. Introduction
2. Hypertext Transfer Protocol (HTTP)
3. Secure Sockets Layer (SSL)
4. Transport Layer Security (TLS)
5. Remote Desktop Protocols
6. File Transfer Protocol (FTP)
7. Module Review and Discussion Questions

15. Network Security

1. Introduction
2. Security Threats
3. Threat Mitigation
4. Developing a Security Plan
5. Module Review and Discussion Questions

16. Emerging Networking Technologies

1. Introduction
2. Improved Wireless Technologies
3. Enterprise Mobility
4. Internet of Things
5. Software Defined Networks
6. Keeping Up with New Technology
7. Module Review and Discussion Questions

CCNA [70 Hrs]

- * CCNA Essentials
- * Access points
- * Internal and external cloud services
- * Virtual services
- * Virtual network infrastructure
- * Network topology
- * Troubleshooting
- * IPv4 addressing and subnetting
- * Unicast , Broadcast and Multicast
- * IPv6 address schema
- * IPv6 address types LAN Switching Technologies
- * Switching concept
- * MAC learning and aging
- * Frame switching
- * Frame flooding
- * MAC address table
- * Interpret Ethernet frame format
- * VLAN, Interswitch connectivity
- * STP protocols, STP mode
- * STP root bridge selection
- * CISCO discovery protocol
- * LLDP
- * Ether channel Routing Technologies
- * Routing concept
- * Packet handling
- * Frame rewrite, Routing table
- * VLAN routing, VSVI
- * Static routing
- * Dynamic routing
- * Distance vector routing protocol
- * Link state routing protocol
- * IPv4 and IPv6 static routing
- * Network route, Host route
- * Floating route
- * Single area and multi area OSPFv2 for IPv4
- * Single area and multi-area OSPFv3
- * IPv6, EIGRP for IPv4
- * EIGRP for IPv6
- * RIPv2 for IPv4
- * End to end connectivity issues WAN Technologies
- * PPP and MLPPP on WAN
- * PPPoE client side interface
- * GRE tunnel connectivity
- * WAN topology

- * WAN access connectivity options
- * Internet VPN, MPLS
- * QoS concept, Shaping
- * Policing
- * Congestion management Infrastructure Services
- * DNS lookup operation
- * Client connectivity issues involving
- * DHCP on a router
- * TFTP ,DNS and gateway options
- * HSRP, NAT, Static NAT
- * Pool NAT, PAT
- * NTP operating in a client server mode Infrastructure Security
- * Port security
- * Max MAC addresses
- * Violation actions
- * Err-disable recovery
- * Access layer threat mitigation techniques
- * 802.1x, DHCP snooping
- * Nondefault native VLAN
- * Traffic filtering
- * Basic device hardening
- * Local authentication
- * Secure password
- * Source address
- * telnet /SSH
- * login banner Infrastructure Management
- * device monitoring protocols
- * SNMPv2, SNMPv3, Syslog
- * ICMP echo-based IP SLA
- * Backup and restore device configuration
- * Device maintenance

PDP- Personality Development Program [20 Hours]
Interview Facing Skill Development [10 Hours]
Resume Writing [10 Hours]