



SEO | DIGITAL MARKETING
WORKSHOP

 **Proposal**

A Futuristic Approach To Creating Technical Minds !!



Craw Security

CYBER RESEARCH & ANALYSIS WING

Craw Cyber Security Institution offers a chain of valuable courses to its students in order to make them job-ready in multiple fields of information security for the available and futuristic IT organizations in the market. Moreover, Craw Security is one of India's Leading IT Training and Certification Body offering Vendor-Neutral Certifications. We are among the few organizations that offer both VAPT Solutions and education under a single roof with 100% genuine and sincerely experienced professionals as their training partners. Moreover, Craw also offers a chain of workshops on varied InfoSec topics by joining hands with many colleges and universities all over the globe.

01

GETTING STARTED WITH LATEST TOOLS AND UPDATED TECHNOLOGIES

Inside the interactive classrooms, Craw Security is offering its world class premises providing all needful resources to the students like AC classrooms and labs with the latest tools and technologies.

10+ YEARS OF EXPERIENCED TRAINERS AND MENTORS

We have engaged a permanent team of authentic trainers with 10+ years of industry experience along with the modern facilities at our Saket and Laxmi Nagar branches.

02**03**

VERIFIED STUDY MATERIALS IN BOTH SOFT AND HARD COPIES

Nicely verified from the Cyber Security Giants in the market, deeply researched curricula with the right kind of study materials in both formats are provided in the courses.

"100% PLACEMENT GUARANTEE" IN THE 1 YEAR DIPLOMA IN CYBER SECURITY COURSE

In our diploma courses of 1 year and 6 months, students can opt for the "100% Placement Assistance" especially derived in our curricula to confirm their full concentration on their studies.

04

The Cyber Security EXPERT

Mr. Mohit Yadav



Founder, Director, and Lead Ethical Hacking Faculty at CRAW SECURITY (Cyber Research and Analysis Wing)



AS A MENTOR

Come along for a brief session for enriching your Cyber Awareness and know-how that Cyber Crimes are affecting diverse organizations these days. Get info regarding how different law enforcement agencies tackle Cyber Security and Illegal Hacking on daily basis. He recently took part in the “Desh Ke Mentor” program initiated by the Deputy CM of Delhi – Mr. Manish Sisodia of the Hon’ble Delhi Government ambassador by actor and social activist Mr. Sonu Sood in Govt Girls School, Kailash Nagar, Delhi.

Director

MR. MOHIT YADAV

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Websites

[globe https://www.craw.in](https://www.craw.in)

[globe https://www.crawsecurity.com](https://www.crawsecurity.com)

[globe https://www.news4hackers.com](https://www.news4hackers.com)

[globe https://www.crawsec.com](https://www.crawsec.com)

SEO DIGITAL MARKETING Workshop

Promising Individuals Sectors & Corporate and Government Organizations

The market is growing at full pace and we need to flow with it. As almost every business has marked its online presence and every enterprise is going with a proper Digital Marketing Technique along with the right kind of SEO tactics. If you also need to enhance your employees' knowledge panel with the SEO and Digital Marketing tricks and techniques then you can genuinely opt for a world-class SEO Digital Marketing Workshop under the mentorship of a high-end Digital Marketing professional having more than 10 years of quality experience in boosting many businesses and organizations with their online presence.

Moreover, Crawl Security offers the same SEO Digital Marketing Workshop to students hailing from schools, colleges, and universities to boost their information-related skills so that they can pursue a full-fledged Digital Marketing Course afterward their ongoing course at their respective institution. In this 2-day long workshop of 16 hours, a learner will be able to get the prominent skillset related to SEO Digital Marketing techniques to all kinds of backgrounds such as the eminent private, public, and government sectors. Here, to understand the vitality of SEO Digital Marketing techniques, CRAW is offering its valuable assets as trainers and mentors to pass on their highly skilled information in the valuable Knowledge Transfer sessions or KTs to all the participating employees from any background whosoever is interested in having them on their premises for an official 2-day long SEO Digital Marketing workshop.

- School and College's Students
- IT Professionals, Officers
- IT and LAW Officers
- Govt. IT Institutions
- Security Agencies / Groups
- Ministry of Corporate Affairs, India
- Ministry of Home Affairs, India
- Indian Army
- Delhi Police
- Government of NCT of Delhi

Specialized **2 DAYS** Digital Marketing Workshop

All the Students, faculty members, and coordinators will be provided with some valuable and essential knowledge-possessing curriculum associated with the SEO Digital Marketing concepts during the 2-Days Workshop primarily dedicated to honing the participants' skills in the genre of SEO Digital Marketing techniques. Some of the premium fundamentals that will be exposed to the students during the 2-Days Workshop are mentioned below:

DAY - 1

(8 Hours of Instructor-Led Training)

- Introduction to SEO (Search Engine Optimization)
- Basics for SEO
- Preface to SEO
- Forms of Search Engine Optimization
- On-Page Optimization
- Off-Page Optimization
- Search Engine Submission
- SEO Tools
- Social Media Marketing
- Evaluation Process

DAY - 2

(8 Hours of Instructor-Led Training)

- Getting started with Facebook
- Case Study 2. Facebook - How to promote, and measure ?
- Case Study 3. Twitter
- Case Study 4. LinkedIn
- Case Study 5. Video sharing (YouTube, Slide share, more)
- PPC (Pay per click)
- PPC-Keyword Research
- PPC Keyword Tools & Resources
- Landing Page for PPC
- PPC Reporting
- Google Ad Sense (Maximize revenue from your online content)
- Final Live Project

WORKSHOPS

PROVIDED BY CRAW SECURITY

- Ethical Hacking
- Artificial Intelligence
- Python Programming
- Android Programming
- Robotics
- Internet of Things
- Cloud Computing
- Automobile (EV)
- Bug-Bounty
- Underwater Robotics



Workshop Advantages for Students

Craw Security facilitates several proficient workshop benefits for the students' groups. One may avail oneself of these benefits soon after attending the workshop.

- A valid certification of participation.
- Complimentary official study material.
- A complimentary ₹5,000/- discount gift voucher for Craw Security official training.
- Free scholarship programs for the first 10 winners.

Workshop Advantages for Coordinators & Members

Craw Security offers some additional benefits for the Coordinators and Members groups that can be accessed soon after attending the workshop via several modes.

- A valid certification of coordination members.
- Complimentary official study material.
- A complimentary ₹5,000/- discount gift voucher for Craw Security official training.
- Free sessions for education & career counseling.



Workshop Advantages for Faculty Coordinators

- 16 hours (8 + 8) Instructor-Led Training.
- Permanent possession of study material or course handouts.
- Certification of participation.
- Training Discount Coupons.



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MR. MOHIT YADAV IS AN ACTIVE CYBER SECURITY EXPERT IN THE FIELD OF INFORMATION SECURITY PROVIDED 1200 + CYBER SECURITY WORKSHOPS TO SCHOOLS, UNIVERSITIES, CORPORATE LEVELS AND TAUGHT OVER 30000 + YOUNG STUDENT AROUND THE GLOBE.



WORKSHOPS

Craw Security offers a league of knowledgeable workshops at numerous colleges and universities where numerous employers agree that you require a proper certification to validate your skills. With the essence of our prominent workshops, a learner can nicely have genuine and sincere knowledge related to the latest tools and updated techniques of the most revised information security courses.

Getting started with the knowledge quotient that the students would have after going through the workshops conducted by Craw Security at your premises under the influence of our high-class cyber security experts dealing with a variety of distinguished aspects of cyber security fundamental concepts. A learner will have numerous certain benefits from taking the authentic workshops from Craw Security such as the following:

- Career Counselling for several technical courses as per the students' choice.
- Honing the present skills of the students.
- Students get elaborated on the potential sectors where they can go and enjoy the career as per their interest.

WEBINARS

A mode of briefing your knowledge via compact methodology

With the prominent cyber security analysts doing the honors, our best-in-class trainers cum information security experts showcase their vast knowledge quotients through the compact methodology of webinars addressing cyber security enthusiasts in a user-friendly manner. Moreover, our students mostly get briefed about so many good topics related to cybersecurity that can nicely help them in starting a great career in cybersecurity.

SEMINARS

The conventional method to share knowledge via face-to-face interactions

Doing a seminar in a school, college, university, or corporate environment, has never become an old school method to transfer the crucial knowledge quotients to the younger generation or any enthusiastic mind that is willing to build a sincere career in the InfoSec domain. Furthermore, we elaborate on our most recent ties with the different organizations, our esteemed partners and their courses, and our in-house courses in a very patient full manner to the audience.



Top Colleges in INDIA

covered training session by **Mr. Mohit Yadav**

- ▶ IIT Delhi
- ▶ IIT Bombay
- ▶ IIT Roorkee
- ▶ IIT Madras
- ▶ IIT Kanpur
- ▶ IIT Kharagpur
- ▶ IIT Hyderabad
- ▶ IIT (BHU) Varanasi
- ▶ IIT Patna
- ▶ NIIE Mumbai
- ▶ Delhi Technological University
- ▶ AMITY University
- ▶ National Institute of Technology Hamirpur
- ▶ Nirma University
- ▶ University College of Engineering
- ▶ Punjab Engineering College
- ▶ College of Engineering Trivandrum
- ▶ Birla Institute of Technology
- ▶ PSG College of Technology
- ▶ Manipal Institute of Technology
- ▶ SRM University, Haryana



CYBER SECURITY EXPERT

www.mohityadav.com



NEWS MEDIA



Mr. Mohit Yadav

The Director of Crow Cyber Security

A renowned name in the world of Cyber Security & Ethical Hacking as well as a think tank behind Constructing the Magnificent Curriculum in Diploma in Cyber Security Training, has also been invited from many News Media Channels as a **Guest Speaker on Cyber Threats & Awareness** such as NDTV, News Nation, TV9, Aaj Tak, Zee News, ABP News, and many others adding charm to their channel with their presence in the Session.

OUR CLIENTS AND PARTNERS

Craw Cyber Security Offers the Training and Certifications Provided by our prime partners with Market Researched Latest Curriculum providing modules enriched with the latest tech knowledge and subject insights



Craw Security, under the direction of **Mr. Mohit Yadav** – a renowned cyber security expert in the world, has delivered a series of workshops for various Government of India agencies in order to boost the cyber security of our nation.



TOP COLLEGES COVERED IN WORKSHOPS BY **MR. MOHIT YADAV**





Learn | Research | Innovate



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CRAW CYBER SECURITY PVT. LTD.

CYBER RESEARCH & ANALYSIS WING