DIGITAL MARKETING & WEB DESIGN

We train on *your* schedule.

Visible Edge Institute has been providing classroom training for over 30 years and remote training for over a decade. Our flexible, comprehensive training programs are designed to accommodate individuals of ***all*** skill levels.

As a Licensed Post-Secondary Educational Institution, our training provides students with hands-on experience, in-depth skills in leading applications, and industry-recognized certifications. You'll get the opportunity to earn industry-recognized certifications in all of our programs.

Train remotely or in-center, while maintaining on-demand access to our live instructors. Students can also access training lessons 24/7 for self-study.

Remote Attendance: Remotely tap into our training center to work directly with live instructors on-demand via phone, video call, screen sharing, email, chat or text.

In-Center Attendance: Choose to attend training in our physical training center on your schedule, not ours. Our renovated in-center learning environment utilizes state of the art equipment and modern learning techniques including one-on-one live instructor interactions, digital materials, labs, and project work.

You may qualify to have your entire program paid for, 100%, with no out-of-pocket costs to you. All programs are federally approved by WIOA, Section 30, Trade Adjustment Act, Vocational Rehab, and more.

We are a Veteran Friendly Institution.

GLOBAL HEADQUARTERS

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Covering countless major marketing and web design topics, this program focuses on current industry tools, platforms, strategies, and best practices.

VISIBLE EDGE

THE MARKETING WORLD IS CONSTANTLY CHANGING

With advancements in social media and technology, digital marketing and web design have proven to be two of the most essential disciplines for business growth and increased sales in industries today.

In our Digital Marketing & Web Design program, you'll have the opportunity to master top in-demand programs and platforms in these industries. Core topics of the program include digital marketing basics, content marketing, social media marketing, marketing psychology, Search Engine Optimization (SEO), Google Analytics, and Google Ads.

Also choose to explore other industry topics and tools including Adobe Creative Cloud, Drupal, Canva, Wordpress, Tableau, Mailchimp, and social media platforms like LinkedIn, Facebook, Twitter, Quora, TikTok, YouTube, Pinterest, Snapchat, Instagram, and additional trending platforms.

A vast range of electives are included in the program to expand your skill set, strengthen your knowledge, increase your employment marketability, and give you a competitive edge. During your elective courses, you may choose to dive into these industries further or explore other parallel industries such as data analysis or graphic design.

YOU'LL HAVE THE OPPORTUNITY TO EARN INDUSTRY-RECOGNIZED CERTIFICATIONS, INCLUDING BUT NOT LIMITED TO:

- Google Analytics Individual Qualification (GAIQ)
- Google Ads Certifications
- Google Digital Garage
- Adobe Creative Cloud Certifications
- American Marketing Association (AMA) Certifications
- ExpertRating Social Media Marketing Manager
- ExpertRating Web Analytics Certification
- SEO Fundamentals Certification
- Microsoft Certifications

LEARN TO...

- Create your own website.
- Optimize popular social media platforms.
- Use analytics to maximize ad efficiency.
- Create eye-catching marketing content - such as brochures, blog posts, newsletters, posters, animations, videos, infographics, and more.
- Utilize SEO to dramatically strengthen your online presence and gain loyal customers.
- Discover marketing strategies, common mistakes, best practices, methods for maximizing sales, and how to increase traffic.
- Master top web design programs to take your digital marketing efforts to the next level.

CORE CURRICULUM FOR THIS PROGRAM INCLUDES...

- Digital Marketing
- Content Marketing
- Social Media Marketing & Platforms
- Marketing Psychology
- Graphic Design
- Google Ads
  - Certification Prep + Exam
- Google Analytics Individual Qualification (GAIQ)
  - **Certification** Prep + Exam

ADDITIONAL ELECTIVE TOPICS INCLUDE...

- Adobe Creative Cloud
- Data Analysis & Analytics
- Marketing & Web Analytics
- Marketing Strategy Business Fundamentals
- Price Psychology
- Search Engine Optimization (SEO)
- HTML & CSS
- Copywriting, Blogging, & Content Writing
- WordPress
- eCommerce & WooCommerce
- Java, Tableau, Drupal, DJANGO & Python
- Management & Project Management
- Canva
- Figma
- Salesforce
- Augmented Reality (AR)
- Business Intelligence (BI)
- Email Marketing, Mailchimp, & Constant Contact
- Google MyBusiness, Facebook, Instagram, TikTok, LinkedIn, Pinterest, Quora, YouTube, Twitter, Snapchat, & other social media platforms
- Cinematography, Video Editing, & Production
- Microsoft Office 365, Visio, Publisher, & Project
- *and more.*

To learn more about this program, please visit: https://www.visible-edge.com/digital-marketing-and-web-design/