



**Academy of Web Technologies  
& Information Management**

AN INITIATIVE OF ASPECTALL TECHNOLOGIES

## ONLINE BROCHURE



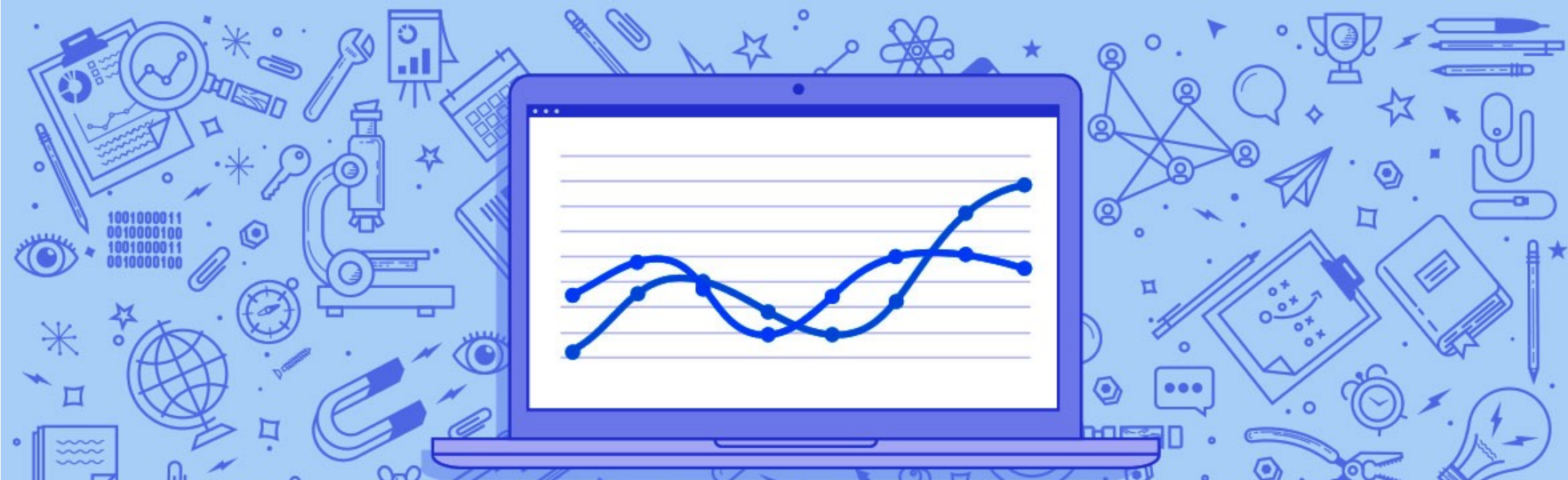
**Web Design**

**Web Development**

**Digital Marketing**

**Reputation Management**

**(+91) 89 6123 5337 | [info@awtim.com](mailto:info@awtim.com)**



**At AWTIM, we are focusing on the standard to be maintained on every training course. We have designed our web design courses in such a way, that every student will get not only proper training in website designing but also an immense confidence to serve the IT industry.**

**Professional Web Design**

**Overview**

- Introduction of Web Design & HTML / CSS
- Website Layout Creation Using UX/UI Tools
- PSD to HTML Conversion & JQuery Implement
- Functions and Applications of JQuery
- W3C Validation
- Web Design Live Project

**Procedure**

- 10+2 pass (Graduation Preferable)
- **Course Duration: 4 months.** (1 month live project.)
- \* **Installment Facility Available.***

**Advance Web Design**

- Overview**
- Introduction of Web Design & HTML5 / CSS3
  - Fundamental Concept About Responsive & CMS
  - Designing for Mobile Devices/Tablets
  - CMS Based Design [Wordpress, Magento, Drupal]
  - Website Testing in Different Browsers & Browser Compatibility
  - Web Design Live Project

**Procedure**

- 10+2 pass (Graduation Preferable)
- **Course Duration: 5 months.** (1 month live project.)
- \* **Installment Facility Available***



Our Digital Marketing course structure is based on the live project environment. We always provide the hands on information to all the students how anyone can handle the real life project complexity.

## Organic SEO

### Overview

- Internet Marketing Overview
- Keywords Research and Analysis
- On-Page / Off Page & Local Business Optimization
- Reports and Management/ Google Analytics
- Google Webmaster Tools
- Live SEO project

### Procedure

- 10+2 pass (Graduation Preferable)
- **Course Duration:** 3 months. (1 month live project.)
- \* **Installment Facility Available.**

## Advance SEO

### Overview

- Internet Marketing Overview
- Keywords Research and Analysis
- On-Page / Off Page & Local Business Optimization
- Reports and Management/ Google Analytics
- Google Webmaster Tools / CMS Plugin Install
- Google Ad Words (PPC) & Live SEO project

### Procedure

- Graduate / 10+2 with prior experience in SEO
- **Course Duration:** 5 months. (1 month live project.)
- \* **Installment Facility Available.**



At AWTIM, We provide industry oriented training on the special courses Bootstrap & Responsive and Google / Facebook Ad. These special courses training for the aspiring students who want to upgrade their basic knowledge with latest techniques to work professionally. These courses are also helpful for Professionals, Job Seekers & Entrepreneurs.

## Bootstrap & Responsive Web Design

### Overview

- Viewport & Media Queries
- Responsive Layout, Image, Navigation , Form
- Introduction of Bootstrap Implementation
- Bootstrap File Structure & Grid System / Customize
- Implement Model, Slider, Carousel, Form, Table
- Comprehend Alerts, Pagination, Labels

### Procedure

- Graduate / Prior experience in Web Design
- **Course Duration:** 2 months.
- \* **Installment Facility Available.**

## Google & Facebook Marketing

### Overview

- Facebook Marketing, Fanpage Creation, Advertisement
- Black hat Facebook Marketing, CPC / CPM
- Google Adwords (PPC), Editor, Account Set-Up
- A/B Testing / Optimization Techniques
- Display Network Campaign Set-Up
- Landing Page and Reporting / Live Campaign

### Procedure

- Graduation / Prior experience in SEO
- **Course Duration:** 2 months.
- \* **Installment Facility Available.**



## Academy of Web Technologies & Information Management

AN INITIATIVE OF ASPECTALL TECHNOLOGIES

### **Corporate Office:**

Plot-3, 1st Floor, Netaji Sports Complex  
(Beside 'Bank of India', Narendrapur Branch), Green Park,  
Kolkata – 700103, West Bengal, India

Website: [www.awtim.com](http://www.awtim.com)

Phone: (+91) 89 6123 5337 / (+91) 80 1351 0101

E-Mail: [info@awtim.com](mailto:info@awtim.com) / [info.awtim@gmail.com](mailto:info.awtim@gmail.com)

