



Kerala State Electronics Development Corporation Ltd.  
(A Govt. of Kerala Undertaking)

A photograph of a silver laptop on a wooden desk. The laptop screen is white and displays the text 'NEW MEDIA TRAINING' in a black, sans-serif font. A pair of black-rimmed glasses is visible on the desk to the right of the laptop.

NEW MEDIA TRAINING



A Skill Enhancement Initiative.

**Keltron Knowledge  
Services Group**

**PROFESSIONAL DIPLOMA IN  
GENERATIVE AI-ENHANCED NEW MEDIA  
AND WEB SOLUTIONS**

**GAINNEWS**

# ABOUT THE PROGRAM

Keltron's Professional Diploma in GenAI-Enhanced New Media and Web Solutions (GAINews) is a pioneering program designed to equip you with the skills required to excel in the ever-evolving landscape of digital marketing and new media. This comprehensive course provides in-depth training on advanced AI technologies, including Generative AI Engine Optimization (GEO), modern SEO and SMO strategies, AI-driven blog architecture, and digital accessibility.

With a curriculum that integrates cutting-edge AI techniques and practical applications, GAINews prepares you to lead in areas such as online PR, reputation management, and branding. You will also gain expertise in community strategy, psychometric marketing, and web auditing, making you a highly sought-after professional in the global digital marketing arena.

## UNIQUE SELLING PROPOSITION (USP) AND ADVANTAGES OF GAINews OVER CONVENTIONAL DIGITAL MARKETING AND SEO

The GAINews program offers a dynamic, AI-driven approach to digital marketing, unlike traditional SEO that relies on predefined strategies. It incorporates Generative AI Engine Optimization (GEO) for real-time content creation, ensuring relevance as search trends evolve. The program also focuses on digital accessibility, web usability, and AI-powered community strategies, fostering inclusive online experiences. By mastering GEO, you'll lead in innovative digital marketing, crafting content that engages users and aligns with search engines. Additionally, AI-enhanced blog design, psychometric marketing, web journalism and web auditing ensure your strategies are personalized, compliant, and competitive in every respect.

## MODULES

- Web Content Creation, Digital Accessibility and Web Usability Engineering (WAWUE)
- AI-Driven Advanced Web Optimization and Content Strategy (AAWOCS)
- Advanced AI-Enhanced Blog Architecture, Design, and Monetization (AIDAM)
- AI-Driven Psychometrics and Community Strategy Masterclass (AIPCS)
- Web Journalism A Revolution in Storytelling (WJRS)
- Immersive Storytelling and AI-Powered Performance Marketing (ISAPM)
- Advanced Web Auditing and Compliance (AWAC)

# MODULE OVERVIEW

Each module in the GAINNEWS program is carefully crafted to provide in-depth knowledge and practical skills in specific areas of digital media and web solutions. From leveraging AI for content creation and optimization to mastering the latest techniques in web auditing and compliance, these modules ensure you stay at the forefront of digital marketing innovation. The integration of AI-driven strategies across various domains equips you with the tools needed to excel in today's competitive digital landscape.

## MODULE 1 WEB CONTENT CREATION, DIGITAL ACCESSIBILITY, AND WEB USABILITY ENGINEERING (WAWUE)

### W3C Structure and ARIA Implementation

Explore foundational W3C standards and ARIA for accessible web interfaces.

### Content Impact and Effects in Web and Social Media

Understand web content's influence on social media and leverage rich information modes.

### Digital Accessibility and Web Usability Engineering

Learn the importance of accessibility and usability for individuals, businesses, and legal compliance.

### Digital Accessibility in Web User Interfaces

Design interfaces accommodating users with visual impairments and other accessibility needs.

### Accessibility Testing and Guidelines

Familiarize with accessibility testing methods and Web Content Accessibility Guidelines (WCAG).

### ARIA and HTML Integration

Integrate ARIA roles and attributes with HTML for accessible web content.

## MODULE 2 AI-DRIVEN ADVANCED WEB OPTIMIZATION AND CONTENT STRATEGY (AAWOCS)

### AI in Web Optimization

Utilize AI tools for optimizing web content and performance.

### Content Strategy with AI

Leverage AI for developing and implementing content strategies.

### Advanced SEO, SMO and GEO Techniques

Explore advanced techniques for SEO and SMO with AI-driven insights.

### Performance Analytics

Use AI to analyze web performance and content effectiveness.

### Personalization and User Experience

Implement AI for personalized content delivery and enhanced user experiences.

## MODULE 3 ADVANCED AI-ENHANCED BLOG ARCHITECTURE, DESIGN, AND MONETIZATION (AIDAM)

### AI in Blog Architecture

Use AI tools for optimizing blog structure and design.

### Content Creation and Design

Leverage AI for creating engaging blog content and design.

### Monetization Strategies

Explore AI-driven strategies for blog monetization.

### Analytics and Performance Tracking

Utilize AI for tracking blog performance and analytics.

## **MODULE 4** AI-DRIVEN PSYCHOMETRICS AND COMMUNITY STRATEGY MASTERCLASS (AIPCS)

### **Psychometric Analysis with AI**

Apply AI techniques for psychometric analysis and insights.

### **Community Building Strategies**

Techniques for building and nurturing online communities.

### **Growth Tactics**

Strategies for growing community engagement and participation.

### **Content and Engagement**

Develop content and engagement strategies for community growth.

### **Measuring Community Success**

Methods for measuring and analyzing community success and impact.

## **MODULE 5** WEB JOURNALISM: A REVOLUTION IN STORYTELLING (WJRS)

### **Evolution of Web Journalism**

Understand the transformation of journalism in the digital age.

### **Storytelling Techniques**

Explore innovative storytelling methods for online journalism.

### **Multimedia Integration**

Utilize multimedia elements to enhance journalistic content.

### **Ethics and Best Practices**

Learn about ethical considerations and best practices in web journalism.

## **MODULE 6** IMMERSIVE STORYTELLING AND AI-POWERED PERFORMANCE MARKETING (ISAPM)

### **Immersive Storytelling Techniques**

Explore techniques for creating immersive storytelling experiences through Search and Display advertising.

### **AI in Performance Marketing**

Leverage AI to enhance performance marketing strategies.

### **Rich Media Integration**

Utilize rich media and interactive elements to engage audiences.

### **Performance Metrics and Analytics**

Analyze the effectiveness of immersive storytelling and performance marketing.

## **MODULE 7** ADVANCED WEB AUDITING AND COMPLIANCE (AWAC)

### **Web Auditing Fundamentals**

Understand the principles and importance of web auditing.

### **Compliance Standards and Guidelines**

Learn about compliance standards, including WCAG and ISO.

### **Automated and Manual Auditing Techniques**

Explore automated and manual web auditing methods.

### **Reporting and Documentation**

Develop skills for effective reporting and documentation of audit findings.

### **Continuous Improvement**

Implement continuous improvement practices based on audit results.

## COURSE DURATION AND FEE

➤ **Duration: 3 Months**    ➤ **Fee: ₹36,000 + 18 % GST**

**Eligibility**

**+2 and Above**

Preference for 3 year Degree / Diploma in any discipline

### Scope of the GAINNEWS Program

The field of New Media marketing is undergoing unprecedented growth, driven by significant internet penetration, particularly in rural India, where over 820 million active users are now online. This expansion has fueled a sharp increase in demand for digital marketing professionals, with India expected to create over 2 lakh jobs in this sector by the end of 2024. In parallel, global digital ad spend is projected to reach \$526 billion, highlighting the critical need for skilled professionals who can harness AI and New Media technologies.

Keltron's GAINNEWS program is meticulously designed to meet these growing demands. The program offers a robust curriculum that equips students with the latest tools and techniques in Digital Marketing, Online PR, Reputation Management, and Branding. Successfully completed students will be well-prepared to navigate and leverage evolving tactics in online campaigns, ensuring a dynamic and successful career in the global Digital Marketing landscape.

### Program Take-Away Upon completing the GAINNEWS program, participants will:

- Master the latest in Generative AI Engine Optimization (GEO), SEO, SMO, and AI-enhanced digital marketing strategies.
- Develop expertise in advanced blog architecture, content creation, and community management.
- Gain in-depth knowledge of psychometric marketing, web auditing, and digital accessibility.
- Acquire technical skills in web journalism, including the latest practices in online reporting and content syndication.
- Be fully prepared to lead innovative digital marketing campaigns across various platforms.

## Job Opportunities

Sucessffully completed students of the GAINews program can expect to find opportunities in roles such as:

- Digital Marketing Specialist
- GEO/ SEO/SMO Specialist
- Content Strategist
- AI Marketing Analyst
- Online PR Specialist
- Web Auditor
- Community Growth Specialist
- Reputation Management Specialist
- Technical Web Journalist

## Market Trends

The digital marketing industry is rapidly evolving, with AI and machine learning playing pivotal roles. Market trends indicate a shift towards personalized and data-driven marketing strategies, with a growing emphasis on generative AI and its applications in content creation and optimization. The GAINews program is designed to stay ahead of these trends, providing students with the knowledge and skills needed to excel in the future of digital marketing.

## Placement Assistance

Keltron Knowledge Services Group (KSG) offers comprehensive placement assistance to all the sucessffully completed students of the GAINews program. Our placement team provides guidance in resume building, interview preparation, and connecting students with potential employers, thereby facilitating a smooth transition from education to the professional world.

## Contact Details

For more information, please reach out via WhatsApp or call:

**+91 85903 68988**

**+91 99956 68444**

## Keltron Knowledge Centres

THIRUVANANTHAPURAM | KOTTAYAM | ERNAKULAM | THRISSUR  
PALAKKAD | KOZHIKODE | MALAPPURAM (KUTTIPPURAM)

## Course Registration

<http://ksg.keltron.in/publicSite/course/666>

**KSG Enquiry No : +91 91886 65545**

