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OUR TRAINEES GOT PLACED IN



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ABOUT US!

Payilagam, the **Best Software Training Institute In Chennai With 100% Placement Guarantee**, has been shaping successful IT careers with over **13+ Years Of Experience**. We provide real-time, industry-focused training led by **Experienced Professionals** from the IT industry, ensuring you gain practical skills that companies actually need. Our courses include **HTML, CSS, JavaScript, React, Java, Python, PostgreSQL, GitLab, And WordPress**, designed to make you job-ready from day one. At Payilagam, we don't just teach, we guide you step-by-step towards your career with our **100% Job Guaranteed Courses**, helping you confidently step into the IT industry.



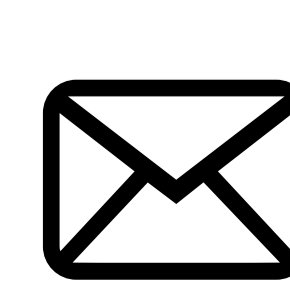
OUR INFRASTRUCTURE



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OUR LATEST PLACEMENTS



Megha **BE AI (2025)**

ML DATA ASSOCIATE ROLE 1



Sasireka **MSc. CS (2025)**

ASSISTANT SYSTEM ENGINEER



Divya Bharathi **BE ECE (2026)**

SOFTWARE ENGINEER



Ramya **B.E. CSE (2025)**

DATA ANALYST



Vidhya Varshini
B E Aeronautical (2025)

WEB DEVELOPER



Deenadhayalan **BSc CS (2025)**

TECHNICAL SUPPORT ENGINEER



Dharshini E **B.E CSE (2025)**

FULL STACK DEVELOPER INTERN



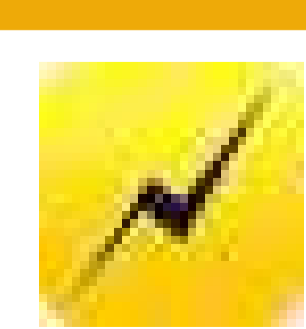
Vimala G **BE ECE (2016)**

SOFTWARE ENGINEER



Ramesh **B.Com (2025)**

SOFTWARE ENGINEER



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OUR LATEST PLACEMENTS



Sathish **MSc (2023)**

SOFTWARE ENGINEER



Ranjith **BSc Physics(2021)**

ANGULAR DEVELOPER



Bharath **MSc Maths (2021)**

ANGULAR DEVELOPER



Iyappan **MCA (2025)**

SOFTWARE ENGINEER



Bhuvana Sri R **B.E CSE (2025)**

SOFTWARE ENGINEER



Pavithra **MCA (2025)**

NETWORK ENGINEER



Keerthika **MCA (2025)**

REACT DEVELOPER



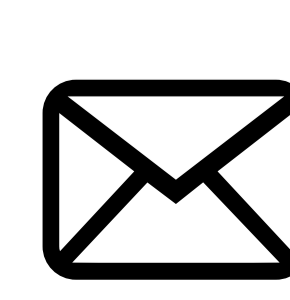
Vasanth S **B.E Mech (2021)**

SOFTWARE ENGINEER



Gayathri **BE CSE (2025)**

SOFTWARE ENGINEER



OUR LATEST PLACEMENTS



Vadivu Lakshmi G
MSc Chemistry(2018)

FULL STACK DEVELOPER INTERN



Ponvel M **BE CSE (2024)**

SOFTWARE ENGINEER

Thondrin
Information
Solutions



Uthaya **ME (2015)**

ANGULAR DEVELOPER



AJAY RAJA **B.Tech CSE (2025)**

DEVOPS ENGINEER INTERN



Ashok **BE ECE (2025)**

DATA ANALYST INTERN



Manikandan **B.Sc (2025)**

DATA ANALYST



Vigneshwaralingam
B.E CSE (2025)

SOFTWARE ENGINEER



Swetha.P **B.Sc CS (2025)**

SOFTWARE ENGINEER INTERN



Kavya S **BE CSE (2025)**

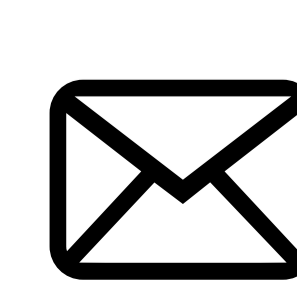
SOFTWARE ENGINEER INTERN



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SEO, SMM, & SMO

Module 1: Introduction To Digital Marketing

- Overview Of Digital Marketing
- Traditional Vs Digital Marketing
- Digital Marketing Channels
- Market Research Basics

Module 2: Website Planning & Creation

- Domain, Hosting & CMS(WordPress Basics)
- Website Creation With HTML & CSS Creation

Module 3: Search Engine Optimization (SEO)

- On-Page SEO
- Off-Page SEO
- Technical SEO
- Keyword Research & Tools

Module 4: Search Engine Marketing (SEM)

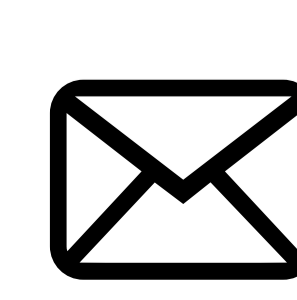
- Google Ads Basics
- Campaign Creation
- Keyword Bidding
- Ad Copywriting

Module 5: Social Media Marketing (SMM)

- Facebook, Instagram, & LinkedIn Marketing
- Content Strategy, Social Media Calendar
- Paid Campaigns
- Basic Canva And Figma Poster Designing
- Basic Video Editing In Cap Cut / Davinci Resolve

Module 6: Content Marketing

- Blog Writing
- Content Planning
- SEO Content Strategy
- Copywriting



SEO, SMM, & SMO

Module 7: Email Marketing

- Email Marketing Introduction
- Email Campaign Setup And Designing

Module 8: Analytics & Reporting

- Google Analytics (GA4) & Google Search Console (GSC)
- Tracking Metrics
- Conversion Tracking
- Performance Analysis

Module 9: Affiliate & Influencer Marketing

- Affiliate Basics
- Influencer Collaboration
- Campaign Planning

Module 10: GMB Or GBP Creation And Optimization

- Introduction To GMB Or GBP
- GMB Or GBP Guidelines
- Profile Creation And Basic Optimization
- Posting In GMB
- Reviews Optimization With Keyword

Module 11: Freelancing & Career Guidance

- Portfolio Building
- Client Acquisition
- Interview Preparation
- Resume Building

Module 12: AI For Digital Marketing

- What Is AI, GenAI
- Role Of AI In Marketing
- AI Tools Overview:
 - ChatGPT
 - Gemini & So On

Assignments Will Be Given After Each Module



SEO, SMM, & SMO

Module 13: AI Content & Copywriting

- AI Blog Writing (SEO-Friendly)
- Ad Copy Generation (Google Ads, Meta Ads)
- Social Media Captions
- Prompt Engineering For Marketers
- Content Rewriting & Optimization

Module 14: AI For SEO & Research

- AI Keyword Research Methods
- Competitor Analysis Using AI
- Content Gap Analysis
- AI-Based SEO Audits

Module 15: AI For Social Media & Ads

- AI Creatives (Images, Captions, Hooks)
- AI Video Scripts (Reels, Shorts)
- AI Ad Optimization
- Performance Improvement Using AI Insights

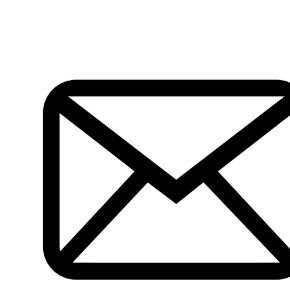
Module 16: AI Automation & Tools

- Leads Form Automation (Ads → Google Sheets)
- WhatsApp Auto Reply Setup For Leads
- Instagram DM Auto Reply Setup
- N8N Automation Setup For Scheduling Or Posting, Reels Or Posts

Projects

- Keyword → AI SEO Blog Strategy → Optimization → Publish
- 30-Day Content Calendar Using AI
- AI-Generated Ad Copy
- Landing Page Structure, Keyword Strategy, & So On With Claude

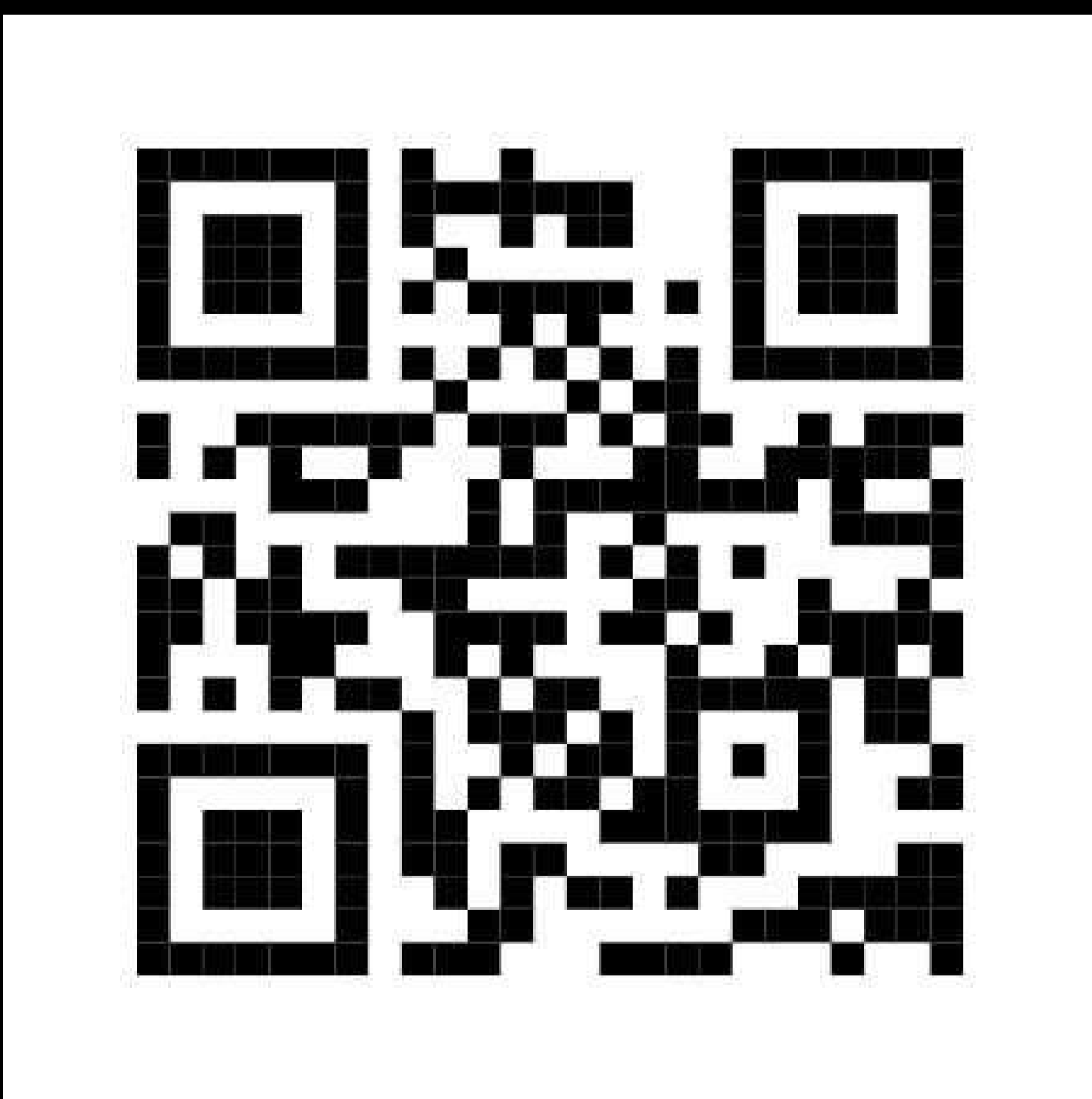
Assignments Will Be Given After Each Module



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