

DIGITAL MARKETING

BASIC MODULE

MODULE 1
Introducing Digital
Marketing

1

MODULE 2
Content Creation

2

MODULE 3
Introducing Domain
and Hosting

3

MODULE 4
Website Creation

4

MODULE 5
SEM- SEO

5

MODULE 6
Google Webmaster
(Google Search Console)

6

MODULE 7
SMO - SMM

7

MODULE 8
Google Analytics

8

MODULE 9
E- mail Marketing

9

MODULE 10
Pay Per Click

10

MODULE 11
Worked On AI TOOLS

11

MODULE 12
Google Certifications

12



SKILLS YOU LEARN

How to Achieve the Best Knowledge

INTRODUCING DIGITAL MARKETING

1

- Introduction to the Course and Work Plan
- Introduction of Digital Marketing
- Digital Marketing Demand and Value

CONTENT CREATION

2

- Introduction & Strategy of Content Marketing
- How to Optimize Content According to Search Engine
- Blog Writing with (Chat GPT / Self Blogs)
- Images and Videos Creation
- AD copywriting

DOMAIN AND HOSTING

3

- Introduction of Domain & Hosting
- Choose Domain Name and Extensions
- Buy Domain & Hosting

WEBSITE CREATION

4

- WordPress
- Page Creation
- Theme / Plugins / CTA / forms
- Responsive Site
- E-commerce Creation

SEM-SEO

5

- Understand SEO & SEM
- Keyword Research
- Organic Traffic
- On-page/ off-page/ Local Seo/ Technical SEO
- SEO Tools

6

GOOGLE WEBMASTER (GOOGLE SEARCH CONSOLE)

- Introduction of GSC
- Submit a Site on GSC
- Live site on Google
- check Live Performance of Site
- Page Indexing

SKILLS YOU LEARN

How to Achieve the Best Knowledge

- Introduction of Social Media Channels
- Account Creations
- Organic / Paid Marketing
- Remarketing
- Social Media Ads
- Youtube Marketing

7

SMO - SMM

GOOGLE ANALYTICS

8

- Introduction of Web Analytics
- Understand Data Analytics
- Connect with Site
- Monitor Daily/ weekly/ monthly Traffic
- Make a Site Report

E-MAIL MARKETING

- Introduction of Email Marketing
- Create Emails(Auto/ Manual)
- Sending Bulk Emails
- Get Leads From Emails
- Email Marketing Tools

9

PAY PER CLICK

10

- Understanding the Power of Ads
- Run Ads(Display/ Search/ Video)
- Keyword Research (GKP)
- Remarketing
- Group Activities in Ads

AI TOOLS

- Understanding the Power of AI Tools
- Best Hands-on Practice on AI tools
- Work with AI
- Make videos / Blogs/ Images Through AI
- List of AI Tools

11

12

GOOGLE CERTIFICATIONS

- Search Ads Certifications
- Display Ads Certifications
- Ad Fundamental of Digital Marketing
- 30+ Certification From Google

DIGITAL MARKETING PRO MODULE

MODULE 1
Company Based SEO
& SMO

1

MODULE 2
Competitor Analysis

2

MODULE 3
Influencer Marketing

3

MODULE 4
Ecommerce Expert

4

MODULE 5
Remarketing for All

5

MODULE 6
CRM & Performance
Marketing

6

MODULE 7
Google Adsense

7

MODULE 8
Make a Career in
Freelancing

8

MODULE 9
Affiliate Marketing

9

MODULE 10
Dropshipping

10

MODULE 11
Youtube Marketing

11

MODULE 12
Meme Marketing

12





Company Based SEO & SMO

- Introduction to SEO and SMO for Businesses
- Learn how Company will work on SEO/SMO
- Practice Tool based for SEO & SMO Skills
- Prepare sheets of All works
- Analytics and Performance Measurement
- Advanced SEO and SMO Tactics for Companies



Competitor Analysis

- Introduction to Competitor Analysis
- Identifying Competitors
- Tools and Methods for Competitor Analysis
- Analyzing Competitor Strategies and Performance



Influencer Marketing

- Introduction to Influencer Marketing
- Types of Influencers
- Building an Influencer Marketing Strategy
- Content Creation and Campaign Execution
- Case Studies and Best Practices

STEP
01

STEP
02

STEP
03



Steps for a Great *Digital Marketer*



Ecommerce Expert

- Introduction to E-commerce
- E-commerce Platforms
- Product Management
- E-commerce Marketing and Sales
- Payment Gateways and Transactions
- Shipping and Fulfillment
- E-commerce Analytics and Performance Measurement

STEP
04

STEP
05



Remarketing for All

- Introduction to Remarketing
- Remarketing Strategies
- Platforms for Remarketing
- Remarketing on Social Media
- Remarketing on Google Ads
- Future Trends in Remarketing

STEP
06



CRM & Performance Marketing

- Introduction to CRM
- Customer Engagement Strategies
- Introduction to Performance Marketing
- Integrating CRM and Performance Marketing
- Future Trends in CRM and Performance Marketing
-



Google AdSense

- Introduction to Google AdSense
- Getting Started with Google AdSense
- Website Preparation and Compliance
- Maximizing Revenue
- Monitoring and Analyzing Performance



Make a Career in Freelancing

- Introduction to Freelancing
- Setting Up Your Freelance Business
- Creating a Winning Freelance Profile
- Finding Freelance Work
- Marketing Your Freelance Business



Affiliate Marketing

- Introduction to Affiliate Marketing
- Setting Up for Success in Affiliate Marketing
- Finding and Joining Affiliate Programs
- Building Your Affiliate Marketing Platform
- Driving Traffic to Affiliate Offers

STEP
07

STEP
08

STEP
09



Steps for a Great *Digital Marketer*



Dropshipping

- Introduction to Dropshipping Market Research and Niche Selection
- Setting Up Your Dropshipping Store
- Finding and Working with Suppliers
- Scaling and Managing Your Dropshipping Business

STEP
10



Youtube Marketing

- Introduction to YouTube
- Starting Your YouTube Channel
- Content Planning and Strategy
- Creating Engaging YouTube Content
- Video Editing and Post-production
- Growing Your YouTube Channel
- Monetization and Making Money on YouTube

STEP
11

STEP
12



Meme Marketing

- Introduction to Meme Marketing
- The Anatomy of a Viral Meme
- Meme Culture and Online Communities
- Creating Memes for Marketing
- Meme Marketing Best Practices
- Workshops and Practical Exercises