



Complete Digital Marketing Program: 6 Months Live

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Modules	Topics	Subtopics	
MARKETING BASICS	Introduction	Introduction to Marketing, and Digital Marketing.	
		Difference Between Traditional and Digital Marketing.	
		Why Digital Marketing over Traditional marketing?	
		Successful Digital Marketing Case Studies.	
		Career Opportunities in Digital Marketing.	
		Market Analysis of Digital Marketing and project discussion	
WEBSITE CREATION	Introduction	Introduction to websites.	
		Different types of websites.	
		Account creation on other business listing sites.	
			What is cpanel?
	Designing and Creation	Wordpress Introduction and Installation.	
		Introduction to themes, and plugins.	
		Create your first blogging website.	
		Business website and landing page creation.	
		Create Online store using wordpress.	
		SEO basics on Wordpress Website.	
		Project Discussion	
SEARCH ENGINE OPTIMIZATION	Introduction	Introduction to Search engines.	
		How search engine works.	
		Types of search engine.	
		Introduction to Search engine optimization.	
		Types of SEO.	
		Difference between On-page, Off-page, and technical SEO.	
	On-page SEO	Introduction to On-page SEO.	
		Meta tags optimization. (Meta title, Meta description)	
		Content optimization. (Image Alt text, heading tags, anchor text, internal/external linking)	
		Introduction to Keywords.	
		How to perform keyword research?	
		Keyword research tools	
		On-page based project discussion.	
	Technical SEO	Introduction to technical SEO.	
		Crawling and Indexing optimizaiton (Robots.txt, sitemap.xml, meta robot tags)	
		Website speed and responsiveness.	
		Site security and navigation.	
		Broken links and error codes.	
		SEO audit Tools discussion and audit report creation	
			On-page and technical SEO project discussion

	Off-page SEO	Introduction to Off-page SEO.
		Concept of backlinks, and link-building.
		Types of backlinks.
		Content-based link-building strategies.
		Off-page based tools discussion
		Off-page project discussion
	Local SEO	Introduction to Local SEO.
		Google business profile creation.
		Account creation on other business listing sites.
		Local SEO growth tips, and project
	Google Search Console	Introduction to Google Search Console.
		How Google Search Console helps in SEO?
		GSC Account setup.
		Google search console KPIs.
		Organic data analysis and reporting.
Disavow Backlinks.		
Technical SEO errors.		
CONTENT WRITING	Writing Basics	How to write content?
		Trending topic ideas.
		Duplicate Content Identification and solution.
		Content Cluster.
		Content Writing tools, and project discussion
	Introduction	Introduction to Social Media.
		How Social Media helps businesses grow.
		Introduction to Different Social Media Platforms.
		Difference between Social Media Optimization and marketing.
	Facebook	Introduction to Meta Business Suite.
		Group creation and sharing.
		Facebook page creation and optimization
		Facebook posting and scheduling.
	Instagram	facebook based project & tools discussion
		Instagram Professional Profile creation.
		Instagram profile optimization.
		Profile grid and content ideas.
		Reels ideas, hashtags.
	YouTube	Instagram based project & tools discussion
		Introduction to YouTube Creator Studio.
		YouTube channel creation and optimization.
		How to upload and optimize videos on YouTube?
		How VidIQ helps in YouTube Growth?
	LinkedIn	Youtube based project & tools discussion
		LinkedIn profile creation.
Profile optimization.		
How to create LinkedIn company page.		
		How increase your LinkedIn connections?

SOCIAL MEDIA MARKETING	Twitter	Twitter profile creation and optimization.
		How tweets work?
		Concept of Retweets.
		rest social media tools and projects discussions
	Creative Designing	Introduction to creatives, pixels, dimensions.
		Concept of Canva.
		How to create graphics for different social media platforms?
		Create images for websites and e-commerce store.
		canva based project discussion
		Create reels for Instagram.
	Social Media Optimization	Social Media Calendar creation and planning.
		Content Ideas, hashtags, captions.
		Social Media Insights Analysis.
		Content calendar project and other project, tools discussions
	Paid Social	Introduction to Social Media Ads.
		Paid Ads Structure.
		Meta Ads Manager.
		Social Media Ads KPIs.
		Facebook Marketing.
		Instagram Marketing.
Twitter Marketing.		
LinkedIn Marketing.		
Ads Analysis.		
Ad creative creation, and project discussion.		
SEARCH ENGINE MARKETING	Introduction	Introduction to Search Engine Marketing.
		Concept of Google Ads.
		Difference between Paid and Organic Results.
		Discuss Different types of Ads.
		Introduction to Bidding Strategies.
	Ad Creation	Introduction to Ad Campaign structure.
		KPIs in Google Ads.
		Google Search Ad creation
		Google Display Ad creation
		Google Video Ad creation
		Google App Ad creation
		Google Shopping Ad creation
		Google ads based project discussion
		Other Ad types creation
		Keyword match types.
	Account Optimization	Custom Audience creation.
		Remarketing Ads.
		Google Ads account management.
		Campaign reporting and analysis.

ANALYTICS AND ATTRIBUTES	Google Analytics	Google Analytics account setup.
		Google Analytics KPIs.
		Web traffic analysis and reporting.
		UTM Links tracking.
		Google Analytics based project discussion
	Google Tag Manager	Introduction to GTM.
		Connect GTM with website.
		Tag installation in GTM.
	Microsoft Clarity	Introduction to Clarity
		Connect Clarity with website.
		Spot headmaps on your websites.
	More Analytics Tools	Appflyer
Similarweb and project discussion		
MONETIZATION	Google AdSense	Introduction to Google AdSense.
		Google AdSense Account Setup.
		How to get AdSense Approval.
	Affiliate Marketing	Introduction to Affiliate Marketing.
		Join Amazon Associates account.
		Add Affiliate Links to your site and ads.
	Other Ad Publishing Platforms	Other Affiliate Programs.
Taboola Ads.		
EMAIL MARKETING	Introduction	Outbrain and affiliate project discussion
		Introduction to Email Marketing.
		Create professional email account.
		Concept of Bulk emails.
		Automation and Autoresponders.
	Tools & Softwares	Email marketing templates and content.
		Email Marketing based projects
		SendinBlue
		MailChimp
PLACEMENT ASSISTANCE	Job Preparation	Getresponse
		Sendgrid
		Resume creation
	Freelance	How to find Jobs in Digital Marketing?
		Create profiles on Naukri, Indeed, Foundit.
		Introduction to Freelancing.
		How to find freelance work?
		Create profiles on Freelancer, Upwork, Fiverr