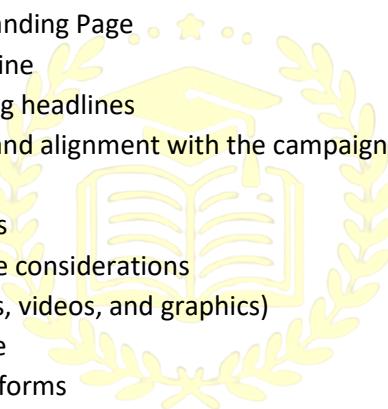# DIGITAL MARKETING

3 Month | Duration

Module 1: Understanding the Website

- What is a website
- Types of websites?
- Static Website
- Dynamic Website
- E-Commerce Website
- Domain Booking
- Web Hosting Purchase
- Website Architecture

Module 2: Landing Page Creation

- Importance in marketing campaigns
- Key Components of a Landing Page
- Headline and Subhead line
- Writing clear, compelling headlines
- Importance of context and alignment with the campaign
- Call to Action (CTA)
- Designing effective CTAs
- Placement and language considerations
- Visual Elements (Images, videos, and graphics)
- Forms and Lead Capture
- Designing user-friendly forms
- Testimonials, reviews, and certifications
- Social proof and security assurances
- User Experience (UX) Design for Landing Pages
- Simplifying Navigation
- Load Time Optimization
- Importance of fast page loading
- Tools and techniques for reducing load time

Module 3: Overview of Digital Marketing

- What is Digital Marketing?
- Why Digital Marketing?
- Digital Marketing platforms?
- Digital Marketing Strategy
- Types of Digital Marketing – Organic & Paid

- Digital Marketing VS Traditional Marketing
- How is it different from traditional marketing?
- ROI between Digital and traditional marketing?

Module 4: Canva for Digital Marketing

- Overview of Canva as a design tool
- Canva's capabilities (design types, templates, tools)
- Creating a Canva Account
- Interface Overview
- Exploring the design workspace (templates, toolbar, menu)
- Add / Edit Comments
- Spam Comments
- Moderate Comments
- Delete Comments
- Approve Comments Automatically in WordPress
- Approve the Moderate Comment in WordPress
- Disable Comments in WordPress WordPress Categories
- Add / Edit / Delete Category
- Arrange Categories WordPress Tags
- Add/Edit/Delete Tags WordPress Appearance / Themes
- Theme Management
- Customize Theme
- Widget Management
- Menus
- Background WordPress Plugins
- Plugin Setting
- Install any Plugin
- Yoast SEO Plugin Installation and Setup
- Set up All In One SEO Plugin
- Image Plugins
- BlogVault Plugin
- MonsterInsight Plugin WordPress Users
- Add/Edit/Delete Users
- User Roles
- User Photo, Personal Profile WordPress Settings
- General Setting
- Writing Setting
- Reading Setting
- Discussion Setting
- Media Setting

- Permalink Setting
- Plugin Setting

Module 5: Search Engine Optimization Overview

- Introduction To Search Engine
- What is SEO?
- Keyword Research
- Competitor Analysis
- On-Page Optimization
- Off-Page Optimization
- Search Engine Algorithms
- SEO Reporting
- White Hat SEO
- Black Hat SEO
- Grey Hat SEO
- Latest SEO Techniques & Tools

Module 6: ON-Page SEO

- Title Tag
- Meta Description
- Meta Tags
- Canonical form
- Alt Tag
- Anchor Text
- Header Tag
- Robots.txt
- Xml Sitemap
- Redirections (301, 302)
- 403 Forbidden
- 404 File Not Found
- Webmaster
- Google Analytics
- url change

Module 7: OFF-Page SEO—Backlinking

- Search Engine Submissions
- Backlink Submission
- Social Bookmarking
- Classified Submissions
- Article Submissions
- Content Marketing
- Image Marketing
- Video Marketing
- Video Strategy
- Event Creations
- Question And Answers

Module 8: Technical SEO

- Sitemap
- Robots.txt file
- 404 Error
- Page Loading Speeds
- Page Speed Insights
- Mobile friendliness
- Responsiveness of webPages
- 301 and 302 Redirects Implementation

Module 9: Social Media Marketing (SMM)

- Social Media Tools
- Choosing best Social Media Platforms for Marketing
- What are Social Media Ads?
- Difference between Social Media and Search Engine Ads
- Creating Social Media Marketing Strategy
- Importance of Hash tags
- Competitor Research
- Campaign Objectives
- How to run ads
- Facebook, Twitter, LinkedIn, Instagram & YouTube
- Effective Ads to Lead Generation

- Re- marketing in social media
- Audit Tools of social media
- Insights & Report Analysis

Module 10: Email Marketing—Mailchimp

- What Is Email Marketing
- Why E-Mail Marketing Is Necessary?
- Email Marketing Basics
- Popular Email Marketing Software's
- Email Marketing Goals
- Best Ways to Target Audience and Generate Leads
- Introduction To Mail Chimp
- Email Marketing Strategy
- Advance Techniques of Optimizing the Campaigns
- Track email open rate
- Integration with other social accounts, Analytics
- Customer Acquisition Strategies

Module 11: Digital Analytics

- Google Webmaster Tool
- Google Analytics Tool
- Content Performance Analysis
- SEO check points
- Site Speed Analysis
- Website mobile friendliness
- Visitors Analysis
- Social Media Analytics
- Website Performance Analysis

Module 12: Google Search Console

- How to create an account
- Integrate with Blog/ website
- Important Plug-ins
- Account optimization
- Site Performance
- Coverage/ Fix Errors

- URL Inspection
- Generate Sitemaps

Module 13: UberSuggest Tool

- Importance of Ubersuggest tool
- Key metrics need to focus
- Elements include in this tool
- How to use it
- How to find targeted keywords
- How to get search volume of keywords
- Competitor Analysis
- How to use its extension?

Module 14: Introduction of Paid Tools for SEO Audit and Competitor Research

- SemRush
- Ahrefs
- SEOChecker
- Smallseotools
- Hootsuite
- Article Forge and more

Module 15: Google Analytics

- How to create an account
- Account optimization
- Goal optimization
- Funnel creation
- In- depth knowledge of: Acquisition, Behavior, Conversion
- Traffic, sessions, Bounce rate Analysis
- Export Reports and deep Analysis
- Performance Improvement Key points

Module 16: Google My Business (Local Listing)

- What is Local Listing?
- Need & Benefits of Local Listing
- Google Maps & Bing Maps
- How to optimize Local Business?
- Optimizing websites for Local Business
- Setting Logo, cover photo, interior & exterior photos

Module 17: Pay per Click Advertisement (Google Ad/ Search Engine Marketing)

- Introduction to Paid Ad
- Need of paid advertisement
- What is Google Ads?
- What is Ad groups?
- Google Ads v/s PPC
- Keyword Match Types
- Ad Extensions
- Keyword research tools
- Keyword planning strategies
- What are campaigns?
- Types of campaign- search ads, display ads, video ads., shopping ads.
- CTR & it's importance
- User Journey of Google Ads and it's bidding p rocess
- Remarketing Ads
- Campaign Performance Analysis
- Report Insights

Module 18: Display Ad Campaigns

- How to select objectives
- Which bid type works?
- Audience Targeting
- Placement Platforms
- Deep Analysis of Headline, description, Call to Actions
- Using Ad Extensions wisely
- Dimensions of Graphics.
- Keyword Planning according to Ad Groups
- Campaign Performance Analysis

Module 19: Video Ad Campaigns

- How to select objectives
- Different Video Ads Formats
- In-stream Ads, Out-stream Ads, Discovery Ads, Bumper Ads
- Which bid type works for different Ads format
- Audience Targeting
- Placement Platforms
- Deep Analysis of Headline, description, Call to Actions
- Using Ad Extensions wisely
- Keyword Planning according to Ad Groups
- Campaign Performance Analysis

Module 20: Shopping Ad Campaigns

- How to select objectives
- Connect Merchant centre with Google Ads
- Different Ads Formats
- Which bid type works for different Ads format
- Audience Targeting
- Placement Platforms
- Deep Analysis of Headline, description, Call to Actions
- Using Ad Extensions wisely
- Keyword Planning according to Ad Groups
- Campaign Performance Analysis

Module 21: App Promotion Campaigns

- Connect Play Store/ App Store with Google Ads
- How to select objectives
- Target goal App Installs or In- app Actions
- Audience Targeting
- Placement Platforms
- Deep Analysis of Headline, description, Call to Actions
- Using Ad Extensions wisely

- Keyword Planning according to Ad Groups
- Campaign Performance Analysis

Module 22: Affiliate Marketing

- What Is Affiliate Marketing?
- How Affiliate Marketing Works?
- Need of Affiliate Marketing
- How To Find Affiliate Niche?
- Different Ways To Do Affiliate Marketing
- Top Affiliate Marketing Networks& Strategies
- Platforms for Affiliate Marketing
- Methods To Generate And Convert Leads
- Affiliate Account Creation
- Affiliation with Amazon
- Affiliation with Flip kart
- Top Agencies for Affiliate

Module 23: Video Marketing

- Why video Marketing?
- Need and scope of Video Marketing
- Benefits of Video Marketing
- Strategies for Video Marketig
- Best video sharing platforms
- Video Marketing through YouTube
- Video Monetization
- Channel Creation
- Channel Optimization
- Video Sharing Techniques
- Brand Building through Video
- Video Marketing Campaign

Module 24: Content Writing, Planning & Promotions

- Introduction To Content Marketing

- Objective Of Content Marketing
- Content Marketing Strategy
- Plan content for different marketing channels
- Create Content Calendar
- How To Write Great Compelling Content
- Keyword Research For Content Ideas
- Unique Ways To Write Magnetic Headlines
- Tools To Help Content Creation
- How To Market The Same Content On Different Platforms

Module 25: Online Reputation Management

- What is ORM?
- Why ORM Is Important?
- Understanding ORM Scenario
- Different Ways To Create Positive Brand Image Online
- Understanding Tools For Monitoring Online Reputation
- Step By Step Guide To Overcome Negative Online Reputation
- Preventive measures in ORM
- User Behavior Study
- Techniques for building Brand Reputation

Module 26: Lead Generation

- What Is Lead Generation?
- Lead Generations Steps
- Best Way To Generate Lead
- How To Generate Leads From – LinkedIn, Facebook, Twitter, Direct Mail, Blogs, Videos, Infographics, Webinar, Strong Branding, Media
- Tips To Convert Leads To Business
- Measure And Optimize

Module 27: Freelancing

- Getting Freelancing Projects Online

- Create Profile on Upwork, freelancer and more
- Create Audit file
- How to show case your own website/ Social media projects in case of fresher
- How to get your first client
- This module makes you ready to work from home.

Module 28: Methods of earnings through Blogging

- How to monetize your blog?
- Overview of AdSense
- How to earn from blogging?
- Plans & strategies for blogging
- Remarketing through blog.
- Affiliate Marketing Strategies
- Selling Digital Courses and more