DIGITAL MARKETING – 1 YEARS

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: Website creation for business
- ✓ HTML
- ✓ CSS
- ✓ JavaScript

Module 3: Landing Page Creation
- ✓ What is a Landing Page
- ✓ Definition and purpose
- ✓ Types of landing pages
  (Lead generation, sales, click-through, etc.)
- ✓ Why Landing Pages Matter
- ✓ 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 4: 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 5: 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 8: 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 9: 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 10: 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 11: 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 12: 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 13: 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 14: 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 15: 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 16: 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 17: Introduction of Paid Tools for SEO Audit and Competitor Research
- ✓ SemRush
- ✓ Ahrefs
- ✓ SEOChecker
- ✓ Smallseotools
- ✓ Hootsuite
- ✓ Article Forge and more

Module 18: Google Analytics
- ✓ How to create an account
- ✓ Account optimization
- ✓ Goal optimization
- ✓ Funnel creation

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- ✓ In- depth knowledge of: Acquisition, Behavior, Conversion
- ✓ Traffic, sessions, Bounce rate Analysis
- ✓ Export Reports and deep Analysis
- ✓ Performance Improvement Key points

Module 19: 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 20: 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 21: 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 22: 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 23: Shopping Ad Campaigns

- ✓ How to select objectives
- ✓ Connect Merchant centre with Google Ads

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- ✓ 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 24: 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 25: 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 26: Video Marketing

- ✓ Why video Marketing?
- ✓ Need and scope of Video Marketing
- ✓ Benefits of Video Marketing
- ✓ Strategies for Video Marketing
- ✓ 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 27: 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 28: 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 29: 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 30: 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 31: 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