



Digital Marketing Course Curriculum

Module 1: Introduction to Digital Marketing

- - What is Digital Marketing?
- - Traditional vs. Digital Marketing
- - Key Digital Marketing Channels
- - Importance of Digital Marketing for Businesses
- - Career Opportunities in Digital Marketing

Module 2: Types of SEO

- - On-Page SEO
- - Off-Page SEO
- - Technical SEO
- - Local SEO

Module 3: Google Search Console (GSC)

- - Introduction to Google Search Console
- - Setting Up & Verifying Your Website
- - Understanding Indexing & Coverage Reports
- - Performance Reports & Search Analytics
- - Enhancing Search Presence with GSC
- - Identifying & Fixing SEO Issues
- - Submitting Sitemaps & Monitoring URL Errors

Module 4: Google Analytics 4 (GA4)

- - Introduction to Google Analytics 4
- - Setting Up GA4 & Installing Tracking Code
- - Understanding Key Metrics & Reports
- - Traffic Analysis & User Behavior Tracking
- - Setting Up Events & Conversion Tracking
- - Audience Segmentation & Retargeting Strategies
- - Using GA4 for SEO & Marketing Optimization

Module 5: Content Marketing & Blogging

- - Importance of Content in Digital Marketing
- - Creating SEO-Friendly Blog Posts
- - Content Planning & Strategy

- - Writing Engaging & Valuable Content
- - Content Promotion & Distribution Strategies

Module 6: Google Ads - Campaign Types

- - Search Ads
- - Display Ads
- - Video Ads
- - Performance Max
- - Shopping Ads
- - App Promotion Ads

Module 7: Social Media Marketing (Organic)

- - Overview of Social Media Platforms
- - Facebook & Instagram Marketing Strategies
- - LinkedIn & Twitter Growth Strategies
- - YouTube for Brand Building & Video SEO
- - Social Media Content Creation & Engagement

Module 8: Email Marketing

- - Email Marketing Fundamentals
- - Building & Segmenting Email Lists
- - Writing Effective Email Copies
- - Email Automation & Drip Campaigns
- - Avoiding Spam & Increasing Open Rates

Module 9: Affiliate Marketing

- - Basics of Affiliate Marketing
- - How to Choose Affiliate Programs
- - Promoting Products & Earning Commissions
- - Tracking & Optimizing Affiliate Campaigns

Module 10: Conclusion & Next Steps

- - Recap of Key Digital Marketing Concepts
- - Career Paths & Freelancing Opportunities