

Digital Marketing Topics - Pro (40 Hrs)

- **Module 1: WEBSITE DESIGN & DEVELOPMENT (NO CODE)**
 - Understanding Domain & Hosting What is CMS?
 - Installing WordPress on Local host WordPress dashboard overview What is Elementor?
 - Designing pages using Elementor Custom header and footer
 - Lead Generation Form AI Chat Bot
 - Creating blog posts for website
 - Essential plugin to build fully functional website
- **Module 2: BUILDING ECOMMERCE WEBSITE LIKE AMAZON / FLIPKART**
 - WooCommerce setup walkthrough
 - TAX / GST & product shipping setup
 - Setting up payment gateways
 - Adding and managing products
 - Product variations and attributes
 - Essential Ecommerce pages (Shop, add to cart, wishlist etc..)
- **Module 3: BASIC GRAPHIC DESIGNING (CANVA + AI GENERATIVE TOOLS)**
 - Importance of Design sense in Digital Marketing
 - Canva dashboard overview
 - Understanding editorial panel
 - Shortcut keys to increase productivity in canva
 - Designing logo, digital banners, youtube thumbnails, social media posts and more.
 - Walkthrough of Canva Apps
- **Module 4: GOOGLE MY BUSINESS (GMB)**
 - GOOGLE MY BUSINESS (GMB)
 - Listing and verifying the business on google my business
 - Local SEO ranking factors
 - Importance of reviews
 - Understanding insights of GMB
 - Geo tagging
 - Walkthrough of other free listing sites

Module 5: SEARCH ENGINE OPTIMIZATION (SEO)

- Basics of SEO (Working of search engine, crawler, indexer and many more)
- Understanding Google algorithms
- Keyword Research (Process to find right keyword to rank on search engine)
- Competition Analysis

On - Page SEO

- (a) Content optimization
- (b) Optimizing URL, title tag and meta description
- (c) Heading tag optimization
- (d) Image optimization & many more

Technical SEO

- (a) Sitemap.xml
 - (b) robots.txt
 - (c) Canonical tag
 - (d) Schema Markup
 - (e) Open Graph Protocol & any more
- Walkthrough of Google page speed insights

Off - Page SEO

- (a) Link Building Fundamentals
- (b) Types of Backlinks
- (c) Qualities of High-Quality Backlinks
- (d) Link Building Strategies

Ecommerce SEO

- (a) Site Architecture
- (b) Category Page Optimization
- (c) Product Page Optimization
- (d) Structured Data Markup

Module 6: CONTENT MARKETING

- Introduction to Content Marketing
- Understanding Different Content Types
- Audience Research and Personas
- Generating Content Idea
- Creating a Content Calender
- Content Creation and Optimization
- Content Distribution and Promotion

Module 7: GOOGLE SEARCH CONSOLE

- GOOGLE SEARCH CONSOLE
- What is Google search console?
- Integrating google search console to the website
- Submitting a sitemap
- Data Sharing and Access Control
- Understanding SERP performance reports
- Identifying Top Performing Queries and Keywords
- Monitoring Googlebot Activity and Crawling Performance

Module 8: GOOGLE TAG MANAGER (GTM)

- Planning a website for AdSense
- What is Google AdSense?
- Implementing Ads in a Website
- Managing payments

Module 9: GOOGLE ANALYTICS 4 (GA4)

- Overview of GA4 Features and Benefits
- Creating a GA4 Property and Data Streams
- Exploring Reports and insights about the website traffic
- Custom Dimensions and Metrics
- What are Events & how to create events? (Tracking each and every steps of the website visitors)
- Tracking Conversions and Goal Completions
- Creating Custom Audience for Remarketing
- Connecting GA4 with Google Ads for Enhanced Campaign Tracking

Module 10: GOOGLE ADS

- Overview and Benefits of Google Ads

Key Concepts of Google ads

- Auction & Bidding
- Quality Score & Ad Rank
- PPC, CPC & CPV
- Keyword Match types
- Keyword Research with Google Keyword Planner

Campaign Setup and Configuration

- Smart Campaign
- Search Ad
- Display Ad
- Shopping Ad & many More
- Creating Compelling Ad Copy & Creative's
- Creating Themed Ad Groups
- Setting Up Conversion Tracking
- Linking Google Ads with Google Analytics
- Remarketing and Retargeting

Module 11: YOUTUBE MARKETING

- Setting Up a YouTube channel
- Customizing Channel's Appearance
- Verifying the YouTube channel
- YouTube SEO ranking factors
- Walkthrough of Channel Analytics
- Use cases of VidIQ and Social Blade for keyword and competitor research
- Understanding earning source from YouTube (Monetization, brand deals etc.,)
- Connecting YouTube channel with Google ads Running Ads on YouTube)
- Creating Remarketing Audience from YouTube Channel
- Walkthrough of YouTube Ads (Ex: In-Stream, Discovery, Bumper, etc.)

Module 12: SOCIAL MEDIA OPTIMIZATION

- Overview of Major Social Media Platforms and their algorithms
- Creating Professional Profiles on Key Platforms
- Profile Optimization Techniques
- Developing a Content Strategy for organic growth
- Content Creation and Management
- Use cases of Social Blade for competitor research
- Measuring and Analyzing Performance

Module 13: META ADS

- Importance and Benefits of Advertising on Facebook and Instagram
- Basics of Meta ads (Facebook Ecosystem, Ads Auction & Campaign Hierarchy)
- Integrating Facebook and Instagram Page (Including WhatsApp)
- Walkthrough of Meta Business Suite
- Campaign Setup and Configuration (Lead Generation, Conversion ads etc.,)
- Designing Ad Creative's
- Understanding Audience Targeting (Core Audience, Custom Audience & Lookalike Audience)
- Meta Pixel (Connecting pixel to website, creating conversions & custom audience)

Module 14: LINKEDIN ADS

- Overview of LinkedIn Advertising
- Understanding LinkedIn's Advertising Ecosystem
- Setting Up Your LinkedIn Ad Account
- Navigating the Campaign Manager Interface
- Campaign Setup and Configuration (Lead Generation, Conversion ads etc.,)

Module 15: EMAIL MARKETING

- Understanding Email Marketing Platforms
- Strategies for Building an Email List
- Designing Engaging Email Templates
- Setting up email campaigns
- Email Automation and Workflows

Module 16: WHATSAPP BUSINESS

- Setting Up Your WhatsApp Business Account
- Profile Setup and Configuration
- Automation and Quick Replies
- Understanding WhatsApp broadcast, channels & Communities
- Basics of WhatsApp API

Module 17: AFFILIATE MARKETING

- Introduction
- Identifying Affiliate marketing options
- How to earn money through Affiliate marketing?
- Walkthrough of Amazon affiliate program

Module 18: DIGITAL MARKETING FUNNELS

- Definition and Purpose of a Marketing Funnel
- Understanding Key Stages of a Marketing Funnel (TOFU, MOFU & BOFU)
- Creating Content for Each Funnel Stage
- Overview of Funnel Building Tools
- Setting Up Tracking and Analytics
- Popular Funnel Strategies

Module 19: LEVERAGING AI IN DIGITAL MARKETING

- Introduction to Generative AI
- AI-Driven Content Creation
- Writing the perfect prompts on ChatGPT for content marketing.
- AI Tool to write ad Copies for Meta & Google Ads
- Understanding AI detection & bypass tool
- Balancing Automation with Human Touch
- Overview of Popular AI tools for advancing a career in digital marketing.

Module 20: FREELANCING

- Introduction to Freelancing
- Understanding Popular Freelancing Platforms (e.g., Upwork, Fiverr, Freelancer)
- Best Practices in Freelancing
- Tools and Platforms for Building Portfolios
- Marketing Your Freelance Services