







Learn the Secrets of Online
Success with

DIGITAL MARKETING COURSE



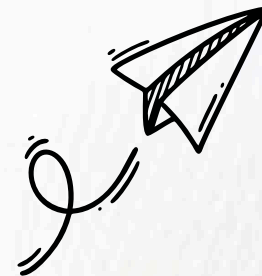
Master the skills. Grow your career.
Build your future in Digital.

WHAT YOU WILL LEARN

-  SEO & Search Engine Marketing
-  Social Media Marketing
-  Email Marketing & Automation
-  Google Ads & Analytics
-  Content Creation & Strategy
-  Live Projects & Practical Training



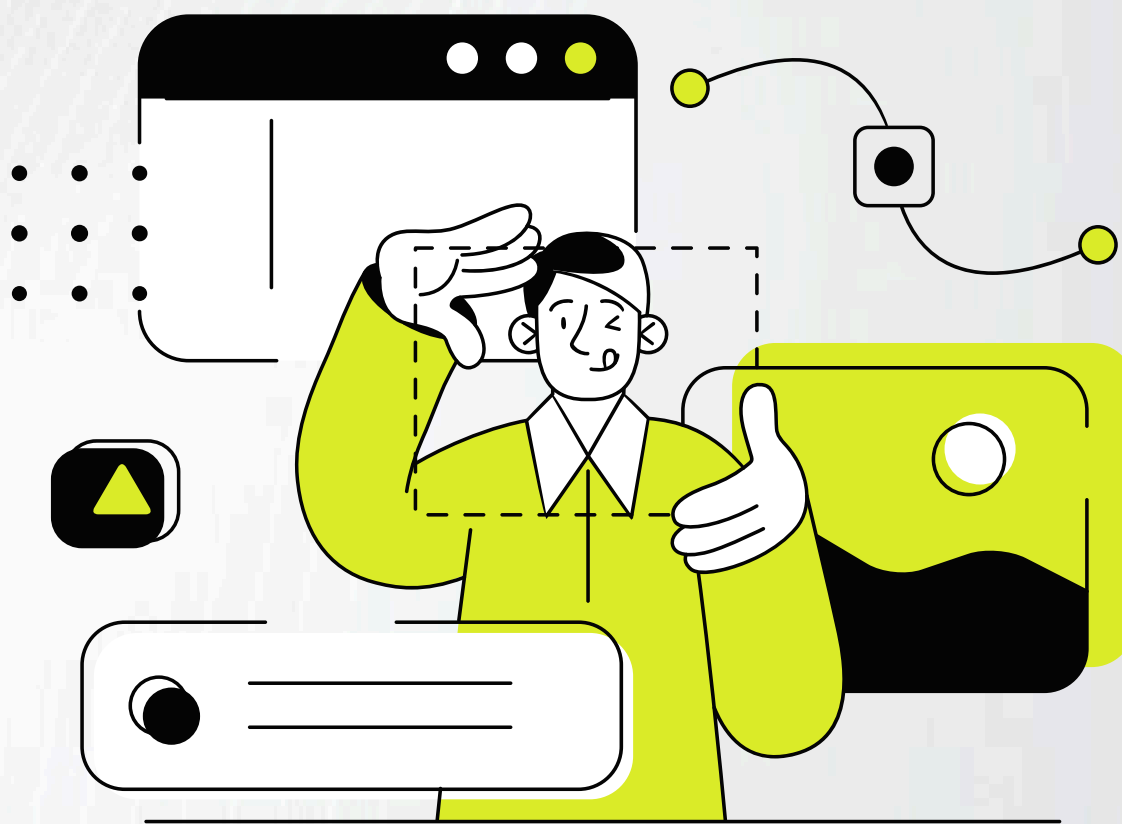
DIGITAL MARKETING



The purpose of this training program is to create awareness about Digital Marketing, one of the fastest-growing industries in today's digital era. This course is designed to help learners build a strong foundation by understanding the basics of HTML along with essential Digital Marketing strategies, ensuring smooth workflow as a professional digital marketer while saving both time and cost.

Module 1: Digital Marketing Fundamentals – 3 Hours

- Introduction to Digital Marketing
- 2026 Trends (AI, Automation, Voice Search)
- Marketing Funnel & Customer Journey
- Target Audience & Buyer Persona



Search Engine Optimization (SEO)

- Introduction to Search Engines and How They Work
- SEO Updates
- Types of SEO: On-Page, Technical SEO & Off Page SEO
- Keywords Planning & Stuffing Techniques and Tools (Google Keyword Planner & Many More.)
- Website Speed Check
- Do Follow & No Follow links
- On-Page Optimization (Title, Meta Tags, URL Structure, Header Tags, Image Optimization etc.)
- Check Content Plagrism
- Link Building Strategies and Backlink Analysis
- Introduction to Technical SEO (Robots.txt, XML Sitemap (Google Search Console and Google Analytics, Robots.txt, 404 Error, Canonical Tags, Page Redirection (301, 302)
- SEO Reporting and Performance Tracking
- Technical SEO (Core Web Vitals, Schema Markup)
- Off-Page SEO
- Local SEO (Google Business Profile)
- Keyword Research & Competitor Analysis
- AI SEO Tools
- Business Listing
- Backlink Creation
- Press Release Creation
- Blog Creation & Many More...



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Module 4: Content Marketing & Copywriting – 10 Hours

- Content Strategy
- Blog Writing (SEO Based)
- Content Optimization
- AI Content Tools

Module 5: Social Media Marketing – 40 Hours

- Meta Ads (Facebook, Instagram, Whatsapp Ads)
- Algorithm Understanding
- Content Calendar Planning
- Reels & Short Video Strategy
- Script Creation

- Automation Tools Whatsapp Marketing
- Bulk Message Marketing

Module 6: Email Marketing (3 Hour)

- Understanding the Email Marketing?
- Choose Email Marketing Platform
- Email Campaign Creation
- Automation Setup
- Lead Nurturing



Module 7: Performance Marketing (5 Hours)

- Retargeting Strategies
- Conversion Tracking
- Budgeting & ROI Optimization

Module 8: Online Reputation Management (ORM) 3 Hours

- What is ORM and Why It is Important.
- Handling Negative Reviews
- Tools for Reputation Management (Google Alerts, Social Mention)

Module 9: Freelancing & Career Development – (3 Hours)

- What is ORM and Why It is Important.
- Monitoring Brand Mentions Online
- Handling Negative Reviews
- Tools for Reputation Management (Google Alerts, Social Mention)

Module 10: Youtube Video Marketing (4 Hours)

- Understanding Video Marketing
- Basics of YouTube Marketing
- YouTube SEO and Monetization Techniques
- Video Ad Campaigns and Analytics

Module 11: Digital Marketing Tools Mastery (4 Hours)

- Canva (Design)
- Publer (Scheduling)
- Google Trends
- ChatGPT & Claude AI for Marketing



Module 12: Digital Marketing Strategy & Career Guidance (3 Hours)

- Creating a 360° Digital Marketing Plan
- ROI & ROAS
- Resume Building and Interview Preparation

Module 13: Google Ads Fundamentals – 30 Hours

- Introduction to Google Ads
- Account Structure (Campaign, Ad Group, Ads)
- How Google Ads Auction Works
- Keyword Match Types & Search Intent
- Keyword Research (Google Keyword Planner)
- Competitor Analysis
- High-Converting Keywords Selection
- Negative Keywords Strategy
- Campaign Setup (Step-by-Step)
- Ad Copywriting Techniques

- Ad Extensions (Sitelinks, Callouts, Call Ads) & Many More...
- Bidding Strategies (Manual & Smart)
- Quality Score Optimization
- Live Campaign Creation
- Display Ads Setup & Targeting
- Banner Ad Strategy
- YouTube Ads (Skippable/Non-Skippable)
- Video Campaign Creation
- Conversion Tracking Setup
- Google Tag Manager Basics
- Lead & Sales Tracking
- Remarketing Campaign Setup
- Audience Targeting
- Campaign Optimization Basics
- Smart Bidding
- Performance Max Campaigns
- AI Optimization Techniques
- Budget Scaling
- Campaign Analysis
- Assessment & Case Study

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For More Information



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