

# Digital Marketing

## What is Digital Marketing ?

Introduction

Definition of Digital Marketing

Why digital marketing is important?

Traditional Marketing vs Digital Marketing

## Understanding of HTML

Understanding of HTML

A Simple HTML Tag

Basic HTML Tags

## Social Media Marketing

Introduction

Effective Social Media Marketing Strategy

Creating Your Social Media Marketing Strategy

## Search Engine Optimization

What Is SEO / Search Engine Optimization?

Different Types of SEO?

Google Ranking factors

Keyword research

## Pay Per Click

What is Pay Per Click (PPC)?

PPC Platform and How to use them?

Technical PPC

## Email Marketing

Introduction Email Marketing

Growing Your Email List

Choosing an Email Marketing Service

## Content Marketing

Content Marketing

Does Content Marketing Really Work?

Best Types of Content to Wow Your Audience

## Mobile Marketing

What Is Mobile Marketing?

Types of Mobile Marketing Strategies

Mobile Marketing Best Practices