

Digital Marketing for Beginners

Week 1: Introduction to Digital Marketing & Website Basics

Chapter 1: Understanding Digital Marketing

Overview of digital marketing, Evolution and significance in the modern business landscape

Chapter 2: Digital Marketing Channels

Exploration of major channels (social media, email, search engines), Pros and cons of each channel

Chapter 3: Setting Marketing Objectives

Defining goals and key performance indicators (KPIs), Introduction to SMART goals

Chapter 4: Introduction to Websites

Importance of a website in digital marketing, Basics of domain names and hosting

Chapter 5: Creating website with WordPress

Wordpress basics, Installation, Themes and Plugins.
Practical work: Create website using Wordpress

Chapter 6: Website Security

Website security basics, how to make your wp website secure

Week 2: SEO and Content Writing

Chapter 7: Content Writing

Basics of Content writing, Content writing Ideas & Tools, Creating SEO friendly blog posts.

Chapter 8: Search Engine Optimization (SEO)

Basics of SEO, Keywords, How search engine works. Types of SEO

Chapter 9: Keyword Research

Keyword research ideas & tools

Chapter 10: SEO Audit & Strategy Building

Technical SEO, Local SEO, On-page and off-page optimization strategies

Week 3: Social Media Marketing

Chapter 7: Introduction to Social Media

Overview of popular social media platforms, Developing a social media strategy

Chapter 8: Content Creation for Social Media

Basics of content creation (text, images, videos), Tools for creating engaging content

Chapter 9: Social Media Advertising

Introduction to paid advertising on social platforms, Creating and managing social media ads

Week 4: Analytics

Chapter 10: Introduction to Analytics

Basics of web analytics, Understanding key metrics

Chapter 11: Configuring GSC & GA for Website

Practical work: Connect GSC and GA with GTM in website.

Chapter 12: Monitoring and Adjusting Strategies

Using analytics to measure and adjust marketing strategies, Case studies and practical applications

Chapter 13: Final Project and Course Review

Project work: Create a simple digital marketing plan, Review of key concepts and Q&A session

Bonus Tips: SEO in the Age of AI

From search engines to AI chatbots — the evolution of content discovery.

How to Rank Your Brand or Content in LLMs (ChatGPT, Gemini, Claude, etc.)

Actionable steps.

Examination & Certification

Course designed by:



Bhuvan Paudel, 9801492230
SEO Specialist, Tachyonwave