Week 1: Introduction to Digital Marketing

❖ **DAY 1 - 5 OVERVIEW**

- WHAT IS DIGITAL MARKETING?
- TRADITIONAL MARKETING VS. DIGITAL MARKETING
- DIGITAL MARKETING FUNNEL AND CUSTOMER JOURNEY
- KEY DIGITAL MARKETING CHANNELS
- OVERVIEW OF GOOGLE, FACEBOOK, INSTAGRAM, LINKEDIN, TWITTER
- INTRODUCTION TO DIGITAL MARKETING TOOLS (GOOGLE ANALYTICS, SEMRUSH, AHREFS, MOZ)

❖ **DAY 6-7: WEBSITE BASICS**

- INTRODUCTION TO WORDPRESS: SETTING UP A WEBSITE
- CREATING PAGES, BLOG POSTS, PLUGINS, AND THEMES
- WEBSITE STRUCTURE AND USER-FRIENDLY NAVIGATION

Week 2: Basic SEO

❖ **DAY 8-9: INTRODUCTION TO SEO**

- WHAT IS SEO?
- TYPES OF SEO: ON-PAGE, OFF-PAGE, AND TECHNICAL SEO
- IMPORTANCE OF KEYWORDS AND SEARCH INTENT

❖ **Day 10-11: ON-PAGE SEO BASICS**

- WRITING OPTIMIZED META TITLES AND DESCRIPTIONS
- URL STRUCTURE OPTIMIZATION
- BASICS OF INTERNAL LINKING

❖ **Day 12-14: KEYWORD RESEARCH**

- TOOLS FOR KEYWORD RESEARCH (GOOGLE KEYWORD PLANNER, AHREFS, SEMRUSH)

- IDENTIFYING LONG-TAIL AND SHORT-TAIL KEYWORDS

- KEYWORD MAPPING FOR PAGES AND BLOG POSTS

Week 3: Comprehensive On-Page SEO

❖ DAY 15-18: ON-PAGE SEO TECHNIQUES

- Meta Title and Description Optimization
- Header Tags (H1-H6) Optimization
- Keyword Placement and Density
- URL Structure Optimization
- Internal and External Linking
- Image Optimization (Alt Text, WebP, Lazy Loading)
- Content Quality and Length Best Practices
- CTR Improvement Strategies
- Mobile-Friendly Design
- Schema Markup (FAQ, Product, Review Schema)
- Rich Snippet Implementation
- Breadcrumb Navigation
- Canonical Tags and Duplicate Content Resolution
- Content Readability and User Experience (UX)
- Core Web Vitals Optimization

❖ DAY 19-21: ADVANCED ON-PAGE SEO

- Optimizing for Featured Snippets
- Voice Search Optimization
- SEO Copywriting Techniques
- Tracking On-Page Metrics (CTR, Bounce Rate, Dwell Time)

Week 4: Advanced Off-Page SEO

❖ DAY 22-23: OFF-PAGE SEO ESSENTIALS

- Importance of Off-Page SEO
- Understanding Backlinks and Domain Authority
- Types of Off-Page SEO Strategies

❖ DAY 24-27: OFF-PAGE SEO CHECKLISTS

- Guest Blogging
- Blog Commenting
- Forum Submissions
- Social Bookmarking
- Profile Creation
- Web 2.0 Submissions
- Article and Press Release Submissions

- Infographic and Image Submissions
- Video Submissions
- Classified Submissions
- Influencer Outreach
- Competitor Backlink Analysis
- Broken Link Building
- Skyscraper Technique

❖ DAY 28: ADVANCED LINK-BUILDING STRATEGIES

- Resource Page Link Building
- Building E-A-T (Expertise, Authoritativeness, Trustworthiness)
- Disavowing Toxic Links

Week 5: Comprehensive Technical SEO

❖ DAY 29-30: TECHNICAL SEO FUNDAMENTALS

- Introduction to Technical SEO
- Importance of Crawlability and Indexability

❖ DAY 31-35: TECHNICAL SEO CHECKLISTS

- ROBOTS.TXT CONFIGURATION
- XML Sitemap Creation and Submission
- HTML Sitemap Creation
- 301 and 302 Redirects
- Fixing 404 and Broken Links
- SSL/HTTPS Implementation
- Core Web Vitals Optimization
- Remove Outdated Content
- Fix Broken Links
- Accelerated Mobile Pages (AMP)
- Lazy Loading for Images and Videos
- Mobile-Friendly Testing
- Hreflang Tags for Multi-Language Sites
- Duplicate Content Fixes
- Crawl Error Fixes (Google Search Console)
- Canonical Tag Implementation

Week 6: Local SEO and Google AdSense

DAY 36-38: LOCAL SEO

- Introduction to Local SEO
- Importance of Google My Business (GMB)
- Setting Up and Optimizing GMB Profile
- Local Citation Building
- Managing Online Reviews and Reputation
- Local SEO Tools (Bright Local, White spark)

DAY 39-41: GOOGLE ADSENSE

- Introduction to Google AdSense
- Setting Up a Google AdSense Account
- Types of Ad Formats (Display Ads, Text Ads, Link Units)
- Best Practices for Ad Placement and Revenue Optimization
- AdSense Policies and Guidelines
- Analyzing AdSense Performance (RPM, CPC, CTR)

Week 7: Google Ads, YouTube Ads, Facebook Ads, Email Marketing, and Content Marketing

DAY 42-43: GOOGLE ADS

- Overview of Google Ads (PPC)
- Creating Search and Display Ad Campaigns
- Bidding Strategies (CPC, CPM, CPA)
- Using Ad Extensions (Sitelinks, Callouts, Structured Snippets)

DAY 44-45: YOUTUBE ADS

- Types of YouTube Ads (Skippable, Non-Skippable, Bumper Ads)
- Creating and Targeting YouTube Ad Campaigns
- Measuring YouTube Ad Performance

DAY 46-47: FACEBOOK ADS

- Introduction to Facebook Ads Manager
- Creating Image, Video, Carousel, and Lead Ads
- Audience Targeting and Custom Audiences
- A/B Testing and Campaign Optimization

DAY 48-49: EMAIL MARKETING

- Introduction to Email Marketing
- Building and Segmenting Email Lists
- Tools: Mailchimp, SendGrid
- Crafting Effective Email Campaigns
- Personalization, Automation, and A/B Testing
- Analyzing Email Metrics (Open Rate, CTR, Conversions)

DAY 50: CONTENT MARKETING

- What is Content Marketing?
- Blogging, Video, and Infographic Creation
- Developing a Content Calendar
- Content Distribution Strategies
- Measuring Content Performance (Engagement, Shares, Traffic)

SUMMARY OF KEY FOCUS AREAS

- **On-Page Seo**: In-Depth Optimization Techniques and Checklists.
- **Off-Page Seo**: Comprehensive Link-Building and Backlink Strategies.
- **Technical Seo**: Advanced Methods to Improve Website Performance and Indexing.
- **Local Seo**: Optimizing Local Business Listings and Managing Reviews.
- **Google AdSense**: Monetizing Websites Effectively with AdSense.
- **Google Ads, YouTube Ads, Facebook Ads**: Paid Advertising Strategies for Different Platforms.
- **Email Marketing**: Creating, Automating, And Optimizing Email Campaigns.
- **Content Marketing**: Developing And Distributing High-Quality Content.