Topic	Content		
Introduction to Digital Marketing	Definition, importance, evolution, and key concepts		
Key Metrics and KPIs	Essential metrics, KPIs in digital marketing		
Understanding Digital Marketing Channels	Overview of SEO, SEM, SMM, email, content, mobile, and other channels		
Market Research and Consumer Behavior	Market research, target audience analysis, consumer behavior		
Building a Personal Brand	Importance of personal branding, strategies for building a strong online presence		
SEO			
Basics of SEO	Search engines, SEO definition, types of SEO, how search engines work, Search engine algorithem		
Website Analysis and seo research	SEO analysis of website, keyword research, keyword selection tools,		
Competitor analysis	competitor analysis,		
on the page seo	The Page Title , Meta Descriptions & Meta Keywords.Headings ,Bold Text Domain Names & Suggestions Canonical Tag Meta Tags Images and Alt Text Internal Link Building		
technical seo	Page speed, Mobile-friendliness, Server response time		
	URL structure, XML sitemap, Internal linking		
Website Design SEO	data base creation, wordpress setup		
Website content	Content Research , Content Guidelines, Content Optimization, Design & Layout		
plugin	rank math, Yoast seo		
on page optimisation	The Page Title , Meta Descriptions & Meta Keywords.Headings ,Bold Text Domain Names & Suggestions Canonical Tag Meta Tags Images and Alt Text Internal Link Building		
Off-page Optimization	Link Building in Detail , Directory Submission , Social Bookmark Submission, Blog Submission .Articles ,Links Exchange .Reciprocal Linking Posting to Forums Submission to Search Engine		
Google Analytics and Webmaster Tools , microsoft clarity	Google Analytics Installing Google Analytics How to Study Google Analytics Interpreting Bars & Figures How Google Analytics can Help SEO		
google tag manager	creation and triggering		
SMM			
introduction to social media	Account creation, optimization, and overview of major social media platforms. business page craetion		
	ad account creation, access sharing,		
Paid Advertising on Social Media	Overview and setup of paid advertising on social media platforms		
pixel code setup	creating and setting up of meta pixel		
remarketting	setting up remarketing, report submittig		
Practical Project	Creating and managing a lead campaign for oxdu with a budget of 200 Rupees. (competition)		
campaign proposal creation and submission			
announce the result			
linked in			
account creation.	Linked in account creation, company page setup		
paid ad creation	Overview and setup of LinkedIn Ads		
conversion tracking			
AI in Digital Marketing			
Introduction to AI in Digital Marketing	Exploration of AI tools, Meta AI: https://www.meta.ai/ ChatGPT: https://chatgpt.com/ Google Gemini: https://gemini.google.com/app Vidnoz AI: https://aiapp.vidnoz.com/ Brandmark: https://brandmark.io/ Gamma: https://gamma.app/signup Flair AI: https://flair.ai/ InVideo: https://invideo.io/ Seona: https://seona.usestyle.ai/new Lumen5: https://lumen5.com/ Perplexity AI: https://www.perplexity.ai/		
Email Marketing			
Email Marketing Basics	Building Email Lists		
	Crafting compelling email		
	Email campaign design and execution,		
Influncer marketing	Types of Influencers, Identifying Audience Match,Selecting the Best Influencer		
Content marketing			
Introduction of content marketing	what is content marketing.Role of content marketing in the overall marketing strategy,		
	Identifying target audience and buyer personas		
	Developing a content calendar		
	Content formats (blog posts, articles, videos, infographics, etc.)		
	Key performance indicators (KPIs) for content marketing		
GOOGLE ADWORDS			
ADWORDS ACCOUNT AND CAMPAIGN BASICS	GOOGLE ADS ACCOUNT CREATION AND SETUP		

	RIGHT KEYWORD SELECTION AND GROUPING ON GOOGLE KEYWORD PLANNER TOOL, keyword match type		
ad copy	ad copy creation		
	CAMPAIGN SETUP PERFORMANCE MONITORING ANALYSIS AND IMPLEMENTATION		
	SET ON CONVERSION TAG, the remarketing tag		
	BIDDING STRTEGIES		
	landing page design and layout		
	Affliate marketing		
Graphic	post creation		
video editing	Basic video editing		
product photography	basic product photography		
certification	analytics, google ads, google my business		