



C A M P U S

ISO 9001:2015 CERTIFIED

Digital Marketing Course

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Mail Id:

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Digital Marketing Course

Week - 1

BASICS OF DIGITAL MARKETING

- What is Digital Marketing
- Scope of Digital Marketing
- Recognize the impact of Digital Marketing
- Distinguish between Traditional and Digital Marketing
- Types of Digital Marketing

Week - 2

Keyword Research & ON-Page SEO

- ON Page SEO
- Keyword Research And Analysis
- Competitor Keyword Analysis
- Types Of Keywords
- Keyword Tools

Week - 3

OFF-PAGE SEO

- Type of Backlinks
- Backlinks Creation
- Guest Post Out reach
- Crawling & Indexing
- Finding Good Backlinks

Week - 4

Technical SEO

- Google Search Console
- Google Analytics
- Disavow Linking
- Creating XML Sitemap
- Canonical Implementation

Week - 5

Content Writing

- What is Content marketing and why is it important?
- Content marketing strategy
- Analyze the concept of Blogging.
- How to write SEO-friendly blogs and articles.
- How to write Quora and Reddit answers.

Week - 6

Canva & Graphic Designing

- Graphics Design Fundamentals
- Banner Designing
- Logo and Social Media Post Designing
- Infographic and Ad creatives Designing
- Resume Building

Week - 7

SOCIAL MEDIA OPTIMIZATION (SMO)

- Introduction To Social Media Networks
- Social Media Optimization Concepts
- Hashtags Optimization
- Image Optimization
- Affiliate Marketing

Week - 8

Introduction to PPC

- What is Pay Per Click marketing?
- Difference between SEO and PPC
- Key performance Indicators (KPIs)
- Audience targeting
- Keywords, its types and tools

Week - 9

Google Ads

- Campaign Creation
- Campaign Optimisation
- Adding Negative Keywords
- Sitelinks
- Integrating Google Analytics & Google Ads

Week - 10

Facebook Ads

- Campaign Creation
- Campaign Optimisation
- Adding Negative Keywords
- Fb Pixel
- Audience Selection

Week - 11 & 12

2 Weeks Industrial Training & Certifications



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