

# Digital Marketing Course

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F-209, Industrial area Phase 8-B,  
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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 - 3

### OFF-PAGE SEO

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

## 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 - 2

### Keyword Research & ON- Page SEO

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

## Week - 4

### Technical SEO

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

## 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 - 9**

**Google Ads**

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

**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 - 10**

**Facebook Ads**

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

**Week - 11 & 12**

**2 Weeks Industrial Training & Cerifications**



C A  P U S  
*Zeal to teach*

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