


DIGITAL MARKETING

	Name :		Course : DIGITAL MARKETING		Mob No.:	
	IMS NO. :	Admission Date :	Start Date :		End Date :	
DATE	TOPICS NAME		DAYS REQUIRED	STUDENT SIGN		FACULTY SIGN
	Introduction to Digital Marketing					
	Module 1: Graphic Design for Bussiness (Canva)					
	Canva					
	Module 2: Video Editing (Renderforest)					
	Renderforest					
	Module 3: Website Planbing & Creation					
	Technical Terms					
	Choosing Domain Name					
	How to Purchase Domain Name & Hosting					
	What is WordPress & Why Should You Should Use It					
	How to Install WordPress on Namecheap Hosting					
	Wordpress -1					
	Wordpress -2					
	Page Builders in WordPress					
	Divi Tutorial					
	Elementor Basic					
	Module 4: SEO (Search Engine Optimization)					
	How Search Engine Works?					
	SEO Basics					
	On Page Optimization					
	Off Page Optimization					
	Do Follow vs No Follow Links					
	Backlinks					
	Link building: Sociel Bookmarking Likns, Q&A Sites, Image Submission, Directory Submission					
	Off Page SEO Practicals					
	Gust Posting					
	Module 5: Blogging					
	Intrduction to Blogging					
	WordPress Blogging					
	Tips for Successful Blog					
	Blog Marketing					

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	How to Make Money From Blog			
	Module 6: Google Search Console			
	Introduction to Google Search Console			
	Setting up & Adding Properties			
	Site performance & Search Analytics			
	URL Insepection			
	Links, Mobile Usability, Manual Actions & Security Issues			
	Robot.txt & Sitemaps			
	Rich Snippets			
	Module 7: Google Analytics			
	Introduction to Digital Analytics			
	Overview of Google Analytics			
	Googel Analytics Reports & Events			
	Module 8: Google Ads			
	Google Ads Introduction			
	How Google Ads Work?			
	Ad Account Creation			
	Google Ads Keywords Research			
	Googel Search Ads			
	Display Ads			
	Remarketing Ads			
	Gmails Ads Campaign			
	Conversion Tracking			
	Youtube Ads			
	App Campaign			
	Module 9: Social Media Marketing			
	Introuduction to Facebook Ads			
	Facebook Campaign Objectives			
	Facebook Ads - Traffic			
	Facebook Pixel and Events Setup			
	Lead Generation Campaign			
	Audiences in Facebook			
	Facebook Conversion Tracking			
	Instagram Basics			
	Instagram Post Types			
	Instagram Ads			
	Youtube Marketing			
	Module 10: Linkedin Marketing			
	Introduction to Linkedin			
	Setting Up Your Linked Profile			
	Linkedin Ads			
	Linkeding Marketing Introduction			
	Module 11: Email Marketing			
	Email Marketing Tutorial			

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	Mailchimp			
	Gmass			
	Email Outreach : Find Anyones Email			
	Module 12: Content Marketing			
	Content Marketing Introduction			
	Content Marketing Statergies			
	Module 13: Mobile Marketing			
	Mobile Marketing Introduction			
	Mobile Marketing Demo			
	Whatsapp Marketing			
	Module 14: Ecommerce - Building Online Store			
	Introduction to Ecommerce & Dropshipping			
	Alibaba, Aliexpress & Indiamart			
	Woocommerce setup			
	Categories & Adding Products Automatically			
	Adding Products Manually			
	Product Filters			
	Integrating Payment Gateway			
	Module 15: Online Reputation Management			
	ORM Intro			
	5 Best Tools for ORM			
	Handling Negative Reviews			
	Module 16: Affiliate Marketing			
	Affiliate Marketing Introduction			
	Affiliate Program - Flipkart			
	Affiliate Program - Vcommision			
	Affiliate Program - Amazon			
	Module 17: Freelancing			
	Creating Profile On Freelancing Sites			
	Upwork			
	Finding Jobs			
	Submitting Proposals			
	How to Win Jobs On Freelancing Sites			
	Making Money on Upwork			
	Exam			

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