



urbancode ➤
Training and Solutions

DIGITAL MARKETING CURRICULUM

<https://urbancode.in/>

TABLE OF CONTENTS

- ❖ Introduction to Digital Marketing
- ❖ Website Development & Optimization
- ❖ Search Engine Optimization (SEO)
- ❖ Search Engine Marketing (SEM)
- ❖ Social Media Optimization (SMO)
- ❖ Social Media Marketing (SMM)
- ❖ Content Marketing
- ❖ Analytics & Data-Driven Decision
- ❖ Final Project & Case Studies

INTRODUCTION DIGITAL MARKETING

Objective: Understand the foundations of digital marketing.

Topics Covered:

- What is Digital Marketing?
- Traditional vs. Digital Marketing
- Importance of Digital Marketing in today's world
- Digital Marketing Channels Overview

Learning Outcome: Students should grasp the scope, benefits, and potential of digital marketing in modern businesses.



WEBSITE DEVELOPMENT OPTIMIZATION

Objective: Learn to set up and optimize a website for marketing purposes.

Topics Covered:

- Basics of Web Development (WordPress & Wix introduction)
- Website Optimization for SEO & UX
- Mobile-Friendly Design and Responsiveness
- Introduction to Google Search Console & Analytics

Learning Outcome: Students should understand the importance of having a functional and optimized website as the foundation of digital marketing efforts.



SEARCH ENGINE OPTIMIZATION (SEO)

Objective: Master the techniques of driving organic traffic to websites.

Learning Outcome: Students should be able to optimize a website to improve search engine rankings and attract organic traffic.

ON-PAGE SEO

Keywords, Meta Tags, Alt Text, URLs

OFF-PAGE SEO

Backlinking and Content Publishing

TECHNICAL SEO

Sitemaps, Speed, Robots.txt

LOCAL SEO

Google My Business



SEARCH ENGINE MARKETING

PPC & META

Objective:

Master the essentials of online advertising with paid search and display networks.

Topics Covered:

- Google Ads and PPC Advertising (Search and Display)
- Social Media Ads (Facebook, Instagram, LinkedIn)
- Ad Copywriting & Creative Best Practices
- Budgeting & Campaign Optimization Techniques.

Learning Outcome:

Students should be proficient in setting up, managing, and optimizing paid ad campaigns for effective ROI.





SOCIAL MEDIA PLATFORMS OVERVIEW

Facebook, Instagram, LinkedIn, Twitter, PINTEREST etc



SOCIAL MEDIA STRATEGY

Creating Engaging Content
(Visual, Text, Video)

SOCIAL MEDIA OPTIMIZATION & STRATEGY

Objective: Understand how to leverage social media for brand awareness and lead generation.

Learning Outcome: Students should know how to plan and execute social media campaigns that align with business objectives.

CONTENT MARKETING

STRATEGY & PLANNING

Objective: Learn how to create and distribute valuable content to attract and engage audiences.

Topics Covered:

- Content Strategy & Planning
- Blog Writing and Optimization for SEO
- Video Marketing Basics
- Infographics and Visual Content Creation

Learning Outcome: Students should develop skills in creating content that aligns with marketing goals and resonates with the audience.



ANALYTICS

DATA-DRIVEN DECISION MAKING

Objective: Understand the role of analytics in measuring success and making data-driven decisions.

Topics Covered:

- Google Analytics Basics (Audience, Acquisition, Behavior, Conversions)
- Setting Up & Tracking Goals and Events
- A/B Testing and Optimization
- Data Interpretation for Strategic Decisions

Learning Outcome:

Students should be able to track and analyze performance metrics to inform digital marketing strategies.



THANK
YOU