**Intermediate Digital Marketing**

1. **Website Development & SEO Optimization**
   1. User Experience (UX) Principles
   2. Basics of Website Development using AI and CMS
   3. On-Page & Technical SEO Fundamentals
   4. Core Web Vitals and Technical SEO Audits
2. **Google Business Tools**
   1. Google Search Console: Setup & Insights
   2. Bing Webmaster tools
   3. Google Business Profile: Optimizing Local SEO
3. **Search Engine Marketing (SEM)**
   1. Introduction to SEM & PPC Advertising
   2. Google Ads & Bing Ads Platforms
   3. Performance Max Campaigns & AI-Powered Bidding Strategies
   4. Competitor Analysis Tools: SEMrush, SpyFu, AdBeat
   5. Keyword Research & Ad Copywriting Best Practices
4. **Email Marketing Strategies**
   1. Building and Segmenting Email Lists
   2. Planning & Executing Email Campaigns
   3. Automation Workflows: Abandoned Cart, Re-Engagement (Mailchimp, HubSpot)
   4. A/B Testing Subject Lines & Calls-to-Action (CTAs)
   5. Analytics & Reporting (Mailchimp, Constant Contact)
5. **Analytics and Data-Driven Marketing**
   1. Key Metrics & KPIs for Digital Marketing
   2. Data Collection & Analysis Tools (Google Analytics, Hotjar)
   3. Performance Tracking & Reporting Techniques
6. **Integrated Digital Marketing Strategy**
   1. Building a Comprehensive Digital Marketing Plan
   2. Data Analysis for digital marketing
   3. Channel Integration & Budget Allocation
   4. Setting SMART Goals & Objectives
   5. Videography & Photography for Marketing
   6. Influencer Marketing Fundamentals