**Course Title:**

**Intermediate Digital Marketing: Technical Execution & Data-Driven Strategy**

**Course Description:**

*Designed for marketers with foundational knowledge, this course elevates your expertise in technical implementation and strategic decision-making. You'll master SEO optimization, paid advertising platforms, automated marketing systems, and advanced analytics to drive measurable business outcomes. Through hands-on projects, learn to integrate channels, optimize budgets, leverage AI tools, and transform data into growth strategies. Graduates will confidently execute technical audits, high-ROI campaigns, and cross-functional digital plans for competitive markets.*

**Module Overviews**

**Module 1: Website Development & SEO Optimization**  
*Go beyond basic SEO to master the technical backbone of digital visibility. Learn how UX design impacts conversions, build responsive sites using AI tools and CMS platforms (WordPress/Wix), and implement advanced on-page SEO. Conduct technical audits to fix crawl errors, optimize Core Web Vitals (loading speed/interactivity/visual stability), and ensure your site meets Google’s ranking criteria for sustained organic growth.*

**Module 2: Google Business Tools**  
*Unlock local dominance with Google’s ecosystem. Configure Google Search Console to monitor search performance, security issues, and mobile usability. Master Bing Webmaster Tools for cross-platform insights. Strategically optimize Google Business Profiles with local keywords, posts, and Q&A management to boost map rankings, attract nearby customers, and generate high-intent leads.*

**Module 3: Search Engine Marketing (SEM)**  
*Transform budgets into revenue with precision-paid advertising. Structure high-impact campaigns on Google Ads and Bing Ads using AI-powered bidding (Performance Max). Reverse-engineer competitor strategies via SEMrush/SpyFu. Master keyword intent analysis, write conversion-focused ad copy, and allocate bids dynamically to maximize ROI across search, display, and shopping networks.*

**Module 4: Email Marketing Strategies**  
*Build automated revenue engines through targeted email systems. Segment lists based on behavior/demographics, design drip campaigns (Mailchimp/HubSpot), and deploy triggers like abandoned cart recovery. Optimize engagement with A/B testing (subject lines/CTAs/design) and analyze metrics (open rates/CTR) to refine messaging and drive repeat sales.*

**Module 5: Analytics and Data-Driven Marketing**  
*Decode user behavior to fuel strategic decisions. Track KPIs (CAC, LTV, ROAS) across funnels using Google Analytics 4. Visualize customer journeys with heatmaps (Hotjar), attribute conversions accurately, and create actionable reports that reveal optimization opportunities for ads, content, and UX.*

**Module 6: Integrated Digital Marketing Strategy**  
*Orchestrate omnichannel campaigns that align with business goals. Develop comprehensive plans balancing SEO, SEM, email, and social budgets. Set SMART objectives, produce compelling visual assets (product photography/videography), and leverage micro-influencers for authentic reach. Learn to pivot strategies using real-time data dashboards.*