

Modules	Topics
Module I	Marketing Fundamentals,Challenges of a Business,Traditional Marketing
	Differentiation of Traditional Marketing and Digital Marketing
	Digital Marketing and its Advantages,Purpose, Medias of Digital Marketing
	Digital Marketing Strategies-Differentiation of Outbound and Inbound Marketing
	Inbound Marketing:Buyer Persona Identification and Buyers Journey in Inbound Marketing
	Digital Marketing platforms familiarization, Domain handled
	Practical Implementation of Inbound Strategy using Flywheel Model
Module II	Role of Internet
	World Wide Web,Working of Search Engines,Web Browser
	Website Architecture
	Html/CSS Functioning and Coding
	Website Hosting Procedures in Cpanel
Module III	SEO(Search Engine Optimization)
	,Google Algorithms
	Onsite SEO and Offpage SEO
	Basic Onsite SEO Techniques in HTML/CSS:
	Keyword Integration,LSI,Sitemap Generation and Webmaster Submission,Robots.txt Integration,
	RSS Feed Integration,Favicon Integration,Url Redirection, Knowledge Graph Integration
Module IV	SMO(Social Media Optimisation)
	Facebook Optimisation
	Instagram
	Linkedin
	Twitter Account
	Video Optimisation:Youtube SEO
	Pinterest

Module V	Advanced SEO
	Widget Integration,Open Graph Integration, Twitter Card Integration
	Schema Integration:Article Schema,Social Profile Schema,Corporate Contact Schema,Product Schema,Video Schema
Module VI	Web Analytics: Introduction of Google Analytics-Integration Of Google Analytics and Data Analysis,
	Introduction of Google Tag Manager and Data Analysis
Module VII	Wordpress Websites: SEO Methods Implementation
	Word Press Installation,Wordpress Website Creation,Yoast SEO Installation,Basic and Advanced Onsite SEO Methods
	implementation in Wordpress Websites
	Web Analytics in Wordpress using Google Analytics and Google Tag Manager
Module VIII	Off Page SEO
	Classified Submissions,Quora Digest Submissions,Linkedin Slideshare,Various Directory Submission,Guest Blogging, Article Submisssion
Module IX	Website Auditing
	Analysis of a Website and identifying various non Conformities
Module X	SEM & SMM(Search Engine Marketing and Social Media Marketing)
	Search Engine Marketing:Introduction of Google Ads and itsTerminologies,Search Campaigns,Display Campaigns,
	Video Campaigns,Remarketing Strategies,Conversion Tracking
	Introduction to Google Ads Manager Account/MCC
	Linking of Google Adwords to Google Analytics
	Social Media Marketing:Facebook Campaigns,Facebook Pixels,Linkedin Ads,Twitter Ads
Module XI	Bloggng
	Creation Of Blog and its Optimisation in both Blogspot and Wordpress platforms
Module XII	Engage Stage

	Lead Generation -Calls to Action Button,Landing Page,Contact Form Creation,Thank You page Creation
	(both in Html/Css and Wordpress Websites)
	Chat Bot Integration in Websites
	Customer Conversion: Email Marketing
Module XIII	Online PR & Reputation Management(ORM), Online Branding Techniques
Module XIV	Introduction of Major SEO Tools
	Internship in Real Time Projects