

- ☐ Intro of DM - comparison between traditional n digital marketing
- ☐ Website planning - competitor analysis knowledge of server, Domain n hosting, how to get projects
- ☐ Website creation - Wp new technologies, hacks of creation
- ☐ Seo - onpage ( crawling, indexing, canonical links, robots.txt, follow no follow, index no index) & offpage ( link building n link earning)
- ☐ Sem - google adwords
- ☐ Smo - fb insta twitter (Optimization-organic reach)
- ☐ Smm - fb insta twitter & linked in (Ads)
- ☐ Affiliate marketing - Amazon, more
- ☐ Ecommerce website - WP WooCommerce
- ☐ Content creation & strategy - Spinner tools & plagrism check
- ☐ Leads generation & landing page - use of elementor, wp plugins for contact forms, setup to get leads on email
- ☐ Web master search console - indexing, sitemap, structured snippets, Ctr imp n clicks
- ☐ Google analytics - set goals, analys one week then make changes
- ☐ Graphic designing - canva logo n ad creation
- ☐ Blogging - how to find bloggers Websites to publish your content, find errors on links, way back machine,
- ☐ E-mail marketing - gmass & mailchimp
- ☐ YouTube optimization & marketing - YT Studio, types of ads publish as video ads
- ☐ YouTube guidelines rules n regulations to charge for video content
- ☐ Google Adsense - how to get approval, things to remember to not to get rejection
- ☐ Remarketing & targetting - pixel N google remarketing tool