

# Digital Marketing Modules

## Curriculum

1. Digital Marketing Introduction
2. Website Creation & Planning
3. Search Engine Optimization
4. Keywords Optimization
5. Content Optimization
6. On-Page SEO
7. Off-Page SEO
8. SiteMaps
9. Robots
10. Local SEO
11. SEM/PPC(5 Modules under all types of ads)
12. Social Media Optimization & Advertising
13. Facebook
14. Twitter
15. Instagram
16. LinkedIn
17. StumbleUpon, Reddit
18. Social Media Tools
19. Email Marketing
20. Editorial Calendar Setup
21. Google Webmaster Tool
22. Google Analytics
23. Ecommerce Marketing
24. Mobile Marketing
25. Lead Generation For Business
26. Google Adwords(different modules for different types of ads)
27. Google Certifications(tips on how to crack them)
28. Affiliate Marketing
29. Google Adsense
30. Influencer Marketing
31. Youtube Marketing
32. Blogging
33. Video Advertising
34. Personal Branding
35. Online Reputation Management
36. Strategy for Digital Marketing
37. Link Wheel
38. How to start a Online Startup & Strategies
39. Leadership & Management Marketing and Fundamentals
40. Digital Marketing Tools
41. Grabbing online projects