

Digital **Marketing** Training Module

Welcome to our comprehensive SEO and Digital Marketing training program designed to equip you with the essential skills and knowledge needed to excel in the dynamic world of online marketing. Below are the modules we will cover during the training



Module 1 – Introduction To SEO

- ▶ Definition and basics of SEO
- ▶ Understanding SEO techniques: On-page and off-page
- ▶ Differentiating between White Hat, Grey Hat, and Black Hat SEO
- ▶ Importance of SEO for website ranking and visibility
- ▶ Key factors influencing website ranking: SERP, Google updates, and penalties



Module 2 – Website Planning And Creation

- ▶ Steps for domain selection, registration, and hosting
- ▶ Importance of content management systems (CMS) like WordPress
- ▶ Overview of website design and optimization
- ▶ Integration of social media, security, and backup measures
- ▶ Launch, promotion, and ongoing monitoring of website performance

Module 3 – Keyword Research

- ▶ Understanding different types of keywords and their relevance
- ▶ Tools and techniques for effective keyword research
- ▶ Importance of keyword organization, mapping, and analysis
- ▶ Implementing keywords into content for SEO optimization



Module 4 – Content Writing

- ▶ Defining content goals and understanding the target audience
- ▶ Crafting engaging content with attention-grabbing headlines
- ▶ Importance of visuals, consistency in tone, and call-to-action (CTA)
- ▶ Editing, proofreading, and optimizing content for SEO





Module 5 – Local SEO

- ▶ Introduction to local SEO and Google My Business
 - ▶ Factors influencing local SEO ranking
 - ▶ Strategies for optimizing local SEO and managing customer reviews
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Module 6 – On-Page SEO

- ▶ Definition and importance of on-page SEO
 - ▶ Conducting site audit and analysis
 - ▶ Implementing on-page SEO techniques: content, meta tags, URLs, etc.
 - ▶ Tips for improving on-page SEO score
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Module 7 – Off-Page SEO

- ▶ Understanding different off-page SEO techniques: link building, citations, etc.
 - ▶ Importance of domain authority and page authority
 - ▶ Strategies for off-page SEO promotion across various platforms
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Module 8 – Technical SEO

- ▶ Overview of technical SEO components: Google Search Console, sitemap, etc.
 - ▶ Importance of page speed optimization and HTTPS (SSL) certificate
 - ▶ Tools and techniques for technical SEO analysis and optimization
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Module 9 – Google Analytics

- ▶ Introduction to Google Analytics and its setup
 - ▶ Overview of Google Analytics dashboard and key metrics
 - ▶ Strategies for regular analysis and optimization of website performance
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Module 10 – Free & Paid SEO Tools

- ▶ Overview of various SEO tools for keyword research, analytics, etc
 - ▶ Utilizing free SEO tools effectively to optimize website content and technical SEO.
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Module 11 – Social Media Optimization

- ▶ Strategies for optimizing social media profiles and content
 - ▶ Importance of engagement, visual appeal, and analytics
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Module 12 – Facebook

- ▶ Overview of Facebook setup, content creation, and advertising strategies
- ▶ Creating Engaging Content and Running Ads for Facebook





Module 13 – Instagram

- ▶ Overview of Instagram setup, content creation, and advertising strategies
 - ▶ Crafting captions, using visuals, and leveraging Reels and Stories for engagement.
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Module 14 – Twitter

- ▶ Overview of Twitter setup, content creation, and engagement strategies
 - ▶ Analyzing Performance & Leveraging Twitter Features for Business Success
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Module 15 – LinkedIn

- ▶ Strategies for creating an effective LinkedIn profile and building professional connections
 - ▶ Utilize LinkedIn Sales Navigator and advertising for targeted audience engagement.
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Module 16 – YouTube

- ▶ Introduction to YouTube and strategies for video content creation and optimization
 - ▶ Expanding Your Reach: Promotions, Collaborations & Niche Content
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Module 17 – Email Marketing

- ▶ Overview of email marketing strategies: list building, campaigns, and analytics.
 - ▶ Analyze results and optimize for better email deliverability and engagement.
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Module 18 – Google Ads

- ▶ Overview of Google Ads setup, keyword strategies, and campaign structure
- ▶ Writing ad copy, optimizing bids, and using remarketing for conversions.