



# Digital Marketing

## COURSE OVERVIEW

### MODULE 1

- Digital Marketing overview
- Search Engine Optimization
- Inbound & Outbound Marketing
- Website Auditing
- Keyword Research
- On-page SEO
- Off- page SEO
- Technical SEO
- Content Marketing
- Local SEO
- SEO tools
- How to improve Website Ranking?

### MODULE 2

- Basics of Web Development
- WordPress
- Pages & Blog Creation
- Website Migration & Hosting
- Overview of Plugins
- Domain selection
- Practical SEO section with the help of a Website

### MODULE 3

- Basics of Social Media Marketing
- Facebook & Instagram Marketing
- Ads Manager configuration
- Social Media Funnel
- Ad Creative Ideas
- How to create ad copies using AI?
- Audience Mastery
- Campaign Creation
- Pixel Installation
- Ads monitoring, reporting & retargeting

### MODULE 4

- Search Engine Marketing
- Different types of Campaigns
- Conversion Ads
- Youtube Ads

### MODULE 5

- Basics of Email Marketing
- Marketing Automation Basics
- Important AI tools for Marketing