Content Overview of Our Course

S.NO.	MODULE	CURRICULUM
1.	Digital Marketing Overview	• Digital Marketing Introduction • Digital Marketing Vs Traditional Marketing • Digital Marketing Channels • Digital Marketing Scope & Career
2.	Blog Creation	• Understanding Blog & Post • Introduction To Blogger.com • Creating Post & Pages • Customizing Theme & Setting
3.	Business Website Creation	• Introduction To Domain & Hosting • Introduction To Wordpress • Installing Themes • Installing Plugins • Creating & Designing Web Pages • Using Elementor (Page Builder)
4.	E-Commerce Creation	• Understanding E-Commerce • Installing Woo - Commerce • Product Listing • Store Setup Setting
5.	App Creation	• Introduction To App • App Types & OS • Creating App Using Appypie
6.	Graphic Creation	• Introduction To Canva • Creating Logo • Creating Social Media Post
7.	Video Creation	• Introduction To Powtoon • Creating Animated Video • Creating Presentation Video

S.NO.	MODULE	CURRICULUM
8.	Search Engine Fundamental	• What Is Search Engine • Top Search Engines • How Search Engine Works
9.	Introduction To SEO	• What Is SEO • Types Of SEO
10.	On Page SEO	• What Are Meta Tags & Importance • Meta Title • Meta Description • Meta Keywords • URL Optimization • Content Optimization • Keywords / Keywords Density • Bold / Italic / Underline • Heading 1 To 6 • Anchor Text • Page Load Time Optimization • Image Optimization • Favicon
11.	Off Page SEO	• What Are Backlinks & Its Importance • Precautions To Create Backlinks • Domain & Page Authority • Do Follow & No Follow • Keyword In Anchor Text • Where & How To Create Backlinks • Business Directory Sites • Social Book Marketing Sites • Video Submission Sites • PPT Submission Sites • Image Submission Sites • Blog Commenting • Guest Posting • Web 2.0

S.NO.	MODULE	CURRICULUM
12.	Technical SEO	• What Is Sitemap & Importance • What Is Robots.txt & Importance • What Is SSL & Importance • What Is Schema & Importance • What Is AMP & Importance • 404 Error • 301 / 302 Redirection • Canonical Tag
13.	Local SEO	• Local SEO Introduction • Local SEO Ranking Factors • Google My Business Setup
14.	Video Optimization	• Video Optimization Introduction • Video Ranking Factors • Youtube Studio Video Setup
15.	Voice Search Optimization	• What Is Voice Search • Introduction To Voice Search • Voice Search Ranking Factors
16.	Keyword Research	• What Is Keyword & Keyword Research • Tools Used For Keyword Research • How To Use Keyword Planner • Types Of Keywords
17.	Google Algorithm	• What is Google Algorithm • Impacts Of Google Algorithm • Panda • Penguin • Hummingbird • Google Mobile-Friendly Update • Pigeon • SandBox • Google RankBrain • Google Possum • Google Fred

S.NO.	MODULE	CURRICULUM
18.	SEO Techniques	• White Hat SEO Techniques • BlackHat SEO Techniques • Gray Hat SEO Techniques
19.	Competitor Analysis	• Introduction to Competitor Analysis • Tools for Competitor Analysis
20.	SEO Audit	• On Page SEO Audit Reports • Off Page SEO Audit Reports
21.	Social Media Optimization	• What Is Social Media Optimization • Social Media Optimization Concepts • Facebook Business Page Optimization • Instagram Business Account Optimization • Twitter Account Optimization • Linkedin Business Page & Account Optimization • Quora Account Optimization
22.	Social Media Automation	• What Is Social Media Automation • Tools Used For Social Media Automation • Schedule Post & Connect Social Channels
23.	Social Media Calendar	• Creating Social Media Calendar List • Monthly
24.	Lead & Traffic Generation	• What Is Lead • Methods To Generate Traffic • Landing Page Optimization • Understanding Thank You Page
25.	Facebook & Instagram Marketing	• Basic Facebook & Instagram Ads • Introduction To Ad Manager • Types Of Ads (Ad Manager)

S.NO.	MODULE	CURRICULUM
26.	Quora Marketing	• Introduction To Quora Marketing • Types Of Ads (Quora Ads)
27.	Linkedin Marketing	• Introduction To Linkedin Marketing • Types Of Ads (Linkedin Marketing)
28.	Twitter Marketing	• Introduction To Twitter Marketing • Types Of Ads (Twitter Marketing)
29.	Influencer Marketing	• What Is Influencer Marketing • Case Study Of Influencer Marketing
30.	Re-Marketing	• What Is Remarketing • Benefit Of Remarketing • Creating Of Remarketing Campaigns
31.	Search Engine Marketing	• Introduction To Search Engine Marketing • Concept Of PPC • Understanding Bidding Strategy • Types Of Ad Extension • Ad Group Setup • Types Of Keywords • Dynamics Ads • Quality Score • Ad Rank
32.	Online Display Marketing	• Introduction To Online Display Marketing • Bidding Strategy • Understanding Ad Group • Creating Responsive Ads

S.NO.	MODULE	CURRICULUM
33.	E-Commerce Marketing	• Understanding Shopping Campaign • Creating Merchant Center Account • Adding Product To Merchant Account • Creating Shopping Campaign
34.	Video Marketing	• Introduction To Video Marketing • Bidding Strategy • Audience Targeting • Creating Video Campaign
35.	Mobile App Marketing	• Introduction To App Marketing • Bidding Strategy • Creating App Campaign
36.	Discovery Ads	• Introduction To Discovery Ads • Bidding Strategy • Audience Targeting • Creating Discovery Ads
37.	Growth Hacking	• Introduction To Growth Hacking • Case Study Of Growth Hacking
38.	Content Marketing	• Understanding Content Marketing • Types Of Content Format • Creating Dynamic Content
39.	Online Reputation Management	• What Is ORM • Importance Of ORM • Review & Complaints
40.	Email Marketing	• What Is Email Marketing • Benefits Of Email Marketing • Creating Subscriber List • Creating Template • Reporting

S.NO.	MODULE	CURRICULUM
41.	SMS Marketing	• What Is SMS Marketing • Benefits Of SMS Marketing • Types Of SMS • Reporting
42.	Whatsapp Marketing	• Importance Of Whatsapp Marketing • Benefit Of Whatsapp Business • Setup Of Whatsapp Business
43.	Google Search Console	• Introduction To Search Console • Submitting Sitemap • Submitting International Targeting • Understanding Organic Performance
44.	Google Analytics	• What Is Google Analytics • Importance To Google Analytics • Real Time Traffic • Audience • Acquations • Behaviors
45.	Blogging	• What Is Blogging • Topic Selection • Formats Of Blogging • Monetization
46.	Google Adsense	• What Is Google Adsense • How To Apply For Google Adsense • Adsense Policy
47.	Affiliate Marketing	• What Is Affiliate Marketing • How To Apply For Affiliate Program • Strategy For Affiliate Marketing

S.NO.	MODULE	CURRICULUM
48.	Dropshipping	• What Is Dropshipping • Understanding Dropshipping Concept • Case Studies Of Dropshipping
49.	Freelancing	• What Is Freelancing • How Freelancing Works • How To Quote Client • How To Get Clients • Creating Freelancing Portfolio
50.	Resume Building	• Creating Resume • Portfolio Building
51.	Interview Preparation	• Interview Question
52.	Mock Test	• 1 on 1 Mock Test
53.	Client Pitch	• Client Presentation