

DIGITAL MARKETING

COURSE SYLLABUS

Module 1

Search Engine Optimization (SEO)

- Introduction to SEO & Search Engines
- On-Page Optimization (Keywords, Meta Tags, URLs, Content Optimization)
- Off-Page Optimization (Backlinks, Guest Posting, Link Building)
- Technical SEO (Site Speed, Mobile Optimization, Sitemap, Robots.txt)
- Local SEO & Google My Business
- SEO Tools (SEMRush, Ahrefs, Ubersuggest)

Module 2

Search Engine Marketing (Google Ads)

- Introduction to Paid Advertising
- Google Ads Account Setup
- Keyword Research & Match Types
- Search Ads, Display Ads, Video Ads, Shopping Ads
- Ad Copywriting & Extensions
- Bidding Strategies & Budget Optimization
- Performance Tracking & Reporting

Module 3

Social Media Marketing (SMM)

- Social Media Platforms Overview (Facebook, Instagram, LinkedIn, Twitter, YouTube)
- Creating Business Pages & Profiles
- Social Media Content Strategy
- Paid Campaigns (Facebook Ads, Instagram Ads, LinkedIn Ads)
- Audience Targeting & Retargeting
- Social Media Analytics & Insights
- Influencer & Community Marketing

Module 4

Email Marketing

- Introduction to Email Marketing
- Building an Email List & Segmentation
- Email Campaign Design & Automation
- A/B Testing & Deliverability
- Writing High-Conversion Email Copies
- Tools (Mailchimp, HubSpot, ConvertKit)
- Performance Tracking (Open Rate, CTR, Conversions)

Module 5

Web Analytics

- Introduction to Google Analytics & GA4
- Understanding Metrics: Sessions, Bounce Rate, CTR, Conversions
- Goal Setting & Event Tracking
- UTM Parameters & Campaign Tracking
- Google Tag Manager Basics
- Data-Driven Decision Making



Module
7

Content Marketing

- Content Strategy & Planning
- Copywriting & Storytelling Techniques
- Blogging & Guest Posting
- Video Marketing (YouTube & Shorts/Reels Strategy)
- Content Repurposing & Distribution
- Tools for Content Creation (Canva, Grammarly, Jasper AI)

Module
8

Affiliate & Influencer Marketing

- Introduction to Affiliate Marketing
- Choosing the Right Affiliate Platforms (Amazon, ClickBank, CJ Affiliate)
- Setting Up Affiliate Campaigns
- Influencer Identification & Collaboration
- ROI Measurement in Affiliate & Influencer Campaigns
- Legal & Ethical Considerations

