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MASTER DIPLOMA IN DIGITAL MARKETING - MDDM

syllabus

MASTER DIPLOMA IN DIGITAL MARKETING - MDDM

DURATION: 12 MONTHS/432 HOURS + 1 MONTH INTERNSHIP

OBJECTIVE

The objective of the **Master Diploma in Digital Marketing** is to equip learners with in-depth knowledge and hands-on skills in the dynamic and fast-evolving field of digital marketing. The program is designed to develop proficiency in core areas such as **Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing (SMM), Content Marketing, Email Marketing, Web Analytics, Ecommerce Strategies,** and **Online Reputation Management**. By the end of the course, learners will be capable of planning, executing, and managing result-driven digital marketing strategies aligned with current industry practices and tools.

EXIT PROFILE

- Understand the fundamentals and evolution of digital marketing.
- Plan, implement, and monitor integrated digital marketing campaigns.
- Optimize websites and content for better visibility in search engines.
- Utilize data analytics tools to evaluate campaign effectiveness and customer behavior.
- Leverage social media platforms for brand building and lead generation.
- Create result-driven strategies using paid and organic marketing techniques.
- Manage digital marketing budgets, tools, and platforms efficiently.
- Enhance brand presence and ROI through effective digital practices.

CAREER PATH

- ✓ Content Writer, SEO Specialist
- ✓ Social Media Specialist
- ✓ Social Media Marketing Associate
- ✓ Social Media Expert, Social Media Analyst
- ✓ Social Media Community Manager
- ✓ Influencer Marketing Manager
- ✓ Social Media Consultant
- ✓ Social Media Manager, Social Media Strategist
- ✓ Digital Marketing Manager
- ✓ E-commerce Marketing Manager
- ✓ Growth Hacker, Digital Strategist
- ✓ SEO Manager, SEM Manager
- ✓ Web Analytics Specialist

STUDENTS PRE-REQUISITES AND EXPECTED QUALIFICATION

Plus Two and basic Computer Knowledge

COURSE OUTLINE			
COURSE NAME:	MASTER DIPLOMA IN DIGITAL MARKETING	DURATION:	12 M/432 H
MODULE	TOPICS	DURATION	TOTAL
Module - I	AI Design Tools (Leonardo AI, Looka)	4 D /6 H	12 D/18 H
	Canva	4 D /6 H	
	VN Video Editor	4 D /6 H	
Module - II	Introduction to Digital Marketing	6 D/9 H	2 M/72 H
	Social Media Marketing		
	Brand Management		
	Marketing Funnel/Customer Journey		
	Facebook Marketing	6 D/9 H	
	Instagram Marketing	6 D/9 H	
	YouTube Marketing	6 D/9 H	
	LinkedIn Marketing	3 D/4.5 H	
	X Marketing	3 D/4.5 H	
	Pinterest Marketing	3 D/4.5 H	
	Email Marketing	3 D/4.5 H	
	WhatsApp Marketing	3 D/4.5 H	
	Meta Marketing	3 D/4.5 H	
	Project	6 D/9 H	
Module - III	AI Integrated Adobe Photoshop	1 M/36 H	2.5 M/ 90 H
	Adobe Illustrator	12 D/18 H	
	Adobe Premiere Pro	1 M/36 H	
Module - IV	HTML	6 D /9H	54 D/81 H
	WordPress	18 D /27H	
	WooCommerce	12 D/18 H	
	SEO Basics for Website Design	6 D /9H	
	Land Page Creation and Settings, Domain Hosting		
	Performance Marketing	6 D /9H	
	Content Marketing		

	AI Tools for Content Marketing		
	(Chat GPT, Gemini, Grok, Deepseek, Any word, Copy.ai)		
	Social Media Tools for Content Scheduling and Analyzing Content Performance **(Hootsuite, Sprout Social, ManyChat)**	6 D /9H	
Module - V	Introduction to Search Engine Optimization (SEO)	2 M/72 H	2 M/72 H
	On-page Optimization		
	Off-page Optimization		
	Google Business Profile		
	Google Tag Manager		
	Keyword Research and Competition		
	Google Analytics		
	Search Console		
	PPC Marketing		
	Search Engine Marketing (SEM)		
	Google AdWords		
	Google AdSense		
	Ecommerce Marketing		
	Affiliate Marketing		
	Conversion Rate Optimization (CRO)		
Module - VI	SEO Free Tools	12 D/18 H	12 D/18 H
	SEO Paid Tools		
	Content Writing Using AI Tools		
Module - VII	Answer Engine Optimization (AEO)	12 D/18 H	12 D/18 H
	Generative Engine Optimization (GEO)		
	Artificial Intelligence Optimization (AIO)		
Module - VIII	Growth Hacking	6 D /9H	6 D /9H
	Video Marketing		
	Influencer Marketing		
	Blogging, Vlogging, Funnels.		

Module - IX	Digital Marketing Analytics Looker Studio NotebookLM	1 M/36 H	1 M/36 H
Module - X	Project Grooming and Skill Development	12 D/18 H	12 D/18 H
Module - XI	Internship	1 M/36 H	1 M/36 H

MODULE 1

AI Design Tools

✓ **LEONARDO AI**

✓ LOOKA

CANVA

✓ Logo creation

✓ Facebook poster

✓ Facebook cover

✓ Instagram poster

✓ Facebook ad post

VN VIDEO EDITOR

✓ Mobile Video Editing Tools

MODULE 2

INTRODUCTION TO DIGITAL MARKETING

✓ What is marketing?

✓ How we do Marketing?

✓ What is Digital Marketing?

✓ Benefits of Digital marketing

✓ Digital marketing platforms and Strategies

✓ Comparing Digital with Traditional Marketing

✓ Defining Marketing Goals

✓ Latest Digital marketing trends

✓ Case studies of Digital campaigns

- **Digital Marketing Channels**

✓ Search Engine Optimization (SEO)

✓ Search Engine Marketing (SEM)

✓ Social Media Marketing (SMM)

✓ Content Marketing

✓ Email Marketing

✓ Affiliate Marketing

✓ Pay-Per-Click (PPC) Advertising

- **Traditional Marketing vs Digital Marketing**

✓ Channels and Medium

✓ Reach and Targeting

✓ Cost And ROI

✓ Engagement and Interaction

✓ Timing and Flexibility

✓ Data and Performance Analytics

- **Importance of Digital Marketing**

✓ Increased Brand Visibility and Reach

✓ Enhanced Customer Engagement and Loyalty

✓ Targeted Marketing

✓ Measurable Results

✓ Flexibility and adaptability

✓ Competitive Advantage in the Marketplace

- **Future/Scope of Digital Marketing**

✓ AI and Machine Learning in Marketing

✓ Data Privacy and Compliance

✓ Voice Search and AI Assistants

✓ AR & VR Integration in Marketing

✓ The Evolution of Content Marketing

✓ Influencers as Decision-Makers

✓ Cross-Channel Marketing Integration

✓ Hyper-Personalization and Customization

SOCIAL MEDIA MARKETING

✓What is Social Media Marketing?

✓SMMVs. SMO

✓Benefits of using SMM

✓Social Media Statistics

✓Why use Social Media Marketing

✓Importance of Social Media Marketing

✓Creating organic and inorganic reach in social media

✓Social Media Strategy

✓Impact of Social Media on SEO

BRAND MANAGEMENT

✓ What is Brand

✓ Competitor Analysis

✓ Brand Positioning

✓ Brand Value

✓ Find A name for your brand (Namelix)

✓ Trademark checking (Quick Company)

✓ Domain Availability

✓ Create a Tag line for your Brand (Google Gemini, ChatGPT)

✓ Create a Logo for Your Brand (Canva, Brandcrowd)

✓ Reach and Targeting

✓ Cost And ROI

✓ Engagement and Interaction

✓ Timing and Flexibility

✓ Data and Performance Analytics

- **Importance of Digital Marketing**

✓ Increased Brand Visibility and Reach

✓ Enhanced Customer Engagement and Loyalty

✓ Targeted Marketing

✓ Measurable Results

✓ Flexibility and adaptability

✓ Competitive Advantage in the Marketplace

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MARKETING FUNNEL/CUSTOMER JOURNEY ✓ Awareness Stage

✓ Consideration Stage

✓ Conversion Stage

✓ Loyalty Stage

FACEBOOK MARKETING

✓ Facebook account setup

✓ Personal account properties

✓ Facebook marketing strategy

✓ Competition analysis

✓ Facebook business page setup

✓ Types of Business pages

✓ Cover photo designing

✓ Increase the Likes to page

✓ Page management options

✓ Types of Posts and Statistics

✓ Dimensionsin Posts

✓ Creating a post strategy

✓ Examples of Creative Posts

✓ User engagement metrics

✓ Facebook Insights

✓ Facebook Groups

✓ Facebook Apps creation

✓ Integration FB in Site

INSTAGRAM MARKETING

✓ What is Instagram

✓ Instagram statistics

✓ How Brands use Instagram

✓ Creating Instagram Account

✓ Tour of Instagram App

✓ Content strategy and Tips

✓ Picture Dimensions

✓ Filters in Instagram

✓ Using Hashtags

✓ Popular Brands on Instagram

✓ Advertising options in Instagram

X MARKETING & ADS

✓ What is X?

✓ Benefits of X

✓ How brands use X

✓ Profile creation and management

✓ Customizing the profile

✓ Types of Tweets and Statistics

✓ Content strategy for X

✓ Post your First Tweet Analysis of Big Brands

✓ X Contests

✓ What is Hashtag?

✓ #Hashtags and its uses.

✓ Tools for X marketing

✓ X Analytics

✓ X Advertising Types of Campaigns

✓ Audience Targeting

✓ Bidding Strategies Reporting

YOUTUBE MARKETING

✓ What is Video Marketing

✓ Statistics of Video Marketing

✓ Creating Channel in YouTube

✓ Customizing the YouTube Channel

✓ Create video marketing strategy

✓ Viral video examples

✓ Upload the first video

✓ How to optimize the video?

✓ Custom settings in videos

✓ YouTube Engagement Metrics

✓ Increasing Subscribers Annotations and Cards

✓ How to use Playlists

✓ Understanding copyrights and spam

✓ YouTube Studio

✓ YouTube Analytics

LINKEDIN MARKETING

✓ What is LinkedIn?

✓ Benefits of LinkedIn Network

✓ Create a LinkedIn profile

✓ Optimizing the profile

✓ Skills and Endorsements

✓ Recommendations in LinkedIn

✓ Creating new connections

✓ Posting content in profile

✓ LinkedIn Groups

✓ Finding Jobs in LinkedIn

✓ Creating company page

✓ Customization of page Posting in LinkedIn Page

✓ Advertising LinkedIn

PINTEREST MARKETING

✓ What is Pinterest?

✓ How brands use Pinterest

✓ Creating a Pinterest Account

✓ Customizing the Profile

✓ Pinterest Strategy Boards in Pinterest Pins and Links

✓ Generating Engagements

✓ Using Info Graphics

✓ Integrating Pinterest in Site

✓ Engagement Metrics for Pins Pinterest Analytics.

EMAIL MARKETING

✓ What is Email Marketing?

✓ Importance of Email Marketing

✓ Popular Email Marketing Software's

✓ Email Marketing Goals

✓ introduction to Mail Chimp

✓ Mail Chimp pricing structure

✓ Account setup and settings

✓ Email marketing strategy

✓ Creating a Subscriber List

✓ Integration of Forms in Site

✓ Importsubscribers in list

✓ Types of Email marketing campaigns

✓ Creating an Email Campaign

✓ What is Newsletter Design a Newsletter?

✓ Reports

✓ Marketing Automation

WHATSAPP MARKETING

✓ Introduction to WhatsApp Marketing

✓ Setting Up WhatsApp Business Presence

✓ Building & Segmenting Your Audience

✓ **Automation & Scaling with WhatsApp Business API**

✓ Customer Service & Engagement on WhatsApp

✓ Case Studies & Best Practices

META MARKETING

✓ Detailed Overview of Advertising on Meta Platforms

✓ What is Meta Advertising Types of Promotions?

✓ Audience Targeting

✓ Advanced Audience Targeting Bidding Strategies

✓ Ad Formats

✓ Ad Dimensions and Rules Remarketing Strategy

✓ Conversion Tracking

MODULE 3

AI INTEGRATED ADOBE PHOTOSHOP

• Introduction to photoshop and basic image manipulation

✓ Introduction to Photoshop: Interface, tools, and panels

✓ Setting up Photoshop preferences: Customizing the workspace, keyboard shortcuts, and general settings

✓ Understanding document sizes and resolutions: Setting up new documents, image dimensions, and resolution

✓ Working with guides and grids: Aligning and snapping objects using guides

✓ Basic image manipulation: Crop, resize, rotate, and straighten

✓ Layers: Understanding layers and layer management

• Selection techniques and retouching tools for precise editing

✓ Selection tools: Marquee, lasso, and magic wand selection

✓ Quick Mask mode: Refining selections using Quick Mask mode

✓ Advanced selection techniques: Pen tool, refine edge, and color range

✓ Selection options: Select Subject, Object Selection tool, and Quick Selection tool

✓ Retouching tools: Remove Tool, Spot healing brush, clone stamp, and content-aware fill

✓ Generative AI: Introduction to generative AI techniques in Photoshop for creative image generation

• Image adjustment and enhancement using levels, curves, and color balance

✓ Non-destructive editing: Adjustment layers and smart objects

✓ Advanced adjustment layers: Curves, selective color, and gradient maps

✓ Typography: Introduction to working with text layers and character formatting

✓ Typography options: Kerning, tracking, leading, and text alignment

• Layers and advanced masking techniques for complex compositions

✓ Masking techniques: Layer masks, clipping masks, and alpha channels

✓ Advanced masking techniques: Refine edge, channels, and complex selections

- **Advanced retouching and restoration techniques for professional results**

✓ Advanced retouching techniques: Healing brush, patch tool, and frequency separation

✓ Dodge and burn: Enhancing highlights and shadows

✓ Liquify filter: Modifying and reshaping images

✓ Advanced image restoration: Repairing damaged or old photos

✓ Color correction: Selective color adjustments and color grading

✓ Advanced retouching: Skin retouching, frequency separation, and advanced healing techniques

- **Photo compositing and creative effects using blending modes and filters**

✓ Advanced photo compositing: Combining multiple images seamlessly

✓ Advanced image manipulation: Content-aware scaling, puppet warp, and perspective warp

✓ 3D modelling and texturing: Creating and manipulating 3D objects

✓ Advanced filters and effects: Smart filters, lens correction, and camera raw

✓ Advanced photo effects: Creating photo montages, surreal/fantasy images, and double exposures

✓ Vanishing point: Creating and editing perspective planes for accurate image editing

✓ Blending modes: Understanding and applying different blending modes

✓ Layer styles: Creating effects using layer styles and blending options

- **Automation and workflow optimization with actions and batch processing**

✓ Automating tasks: Creating actions, batch processing, and scripts

- **Customizing brushes and utilizing adobe bridge for file management**

✓ Brush settings: Customizing brush presets, opacity, flow, and brush dynamics

✓ Introduction to Adobe Bridge: Overview and organization of files using Adobe Bridge

- **Exporting images for various platforms and formats**

✓ Advanced image exporting: Optimizing images for web, print, and different formats

- **Final project to apply learned skills and review of advanced techniques**

✓ Final project: Applying all the learned skills to complete a professional-level photo editing project
✓ Critique and feedback session for the final project

✓ Q&A session and addressing specific student queries

✓ Wrap-up and closing remarks

ADOBE ILLUSTRATOR

✓ A Quick Tour of Adobe Illustrator CS6

✓ Getting to Know the Work Area

✓ Selecting and Aligning

✓ Creating and Editing Shapes

✓ Transforming Objects

✓ Drawing with the Pen and Pencil Tools

✓ Color and Painting

✓ Working with Type

✓ Working with Layers

✓ Working with Perspective Drawing

✓ Blending Colors and Shapes

✓ Working with Brushes

✓ Applying Effects

✓ Applying Appearance Attributes and Graphic Styles

✓ Working with Symbols

✓ Combining Illustrator CS6 Graphics with Other Adobe Applications

ADOBE PREMIERE PRO

✓ Nonlinear editing in Adobe Premiere Pro

✓ Expanding the workflow

✓ Touring the Adobe Premiere Pro workspace

✓ Setting up a project

✓ Setting up a sequence

✓ Importing assets

✓ Working with the Media Browser

✓ Importing images

✓ The media cache

✓ The Project panel

✓ Working with bins

✓ Organizing media with content analysis

✓ Monitoring footage

✓ Modifying clips

✓ Using the Source Monitor

✓ Navigating the Timeline

✓ Essential editing commands

✓ Program Monitor controls

✓ Controlling resolution

✓ Using markers

✓ Using Sync Lock and Track Lock

✓ Finding gaps in the Timeline

✓ Selecting clips

✓ Moving clips

✓ Extracting and deleting segments

✓ What are transitions?

✓ Edit points and handles

✓ Adding video transitions

✓ Using A/B mode to fine-tune a transition

✓ Adding audio transitions

✓ Four-point editing

✓ Retiming clips

✓ Replacing clips and footage

✓ Nesting sequences

✓ Regular trimming

✓ Advanced trimming

✓ Trimming in the Program Monitor panel

✓ Adjusting the Motion effect

✓ Changing clip position, size, and rotation

✓ Working with key frame interpolation

✓ Using other motion-related effects

✓ Setting up the interface to work with audio

✓ Examining audio characteristics

✓ Adjusting audio volume

✓ Creating a split edit

✓ Adjusting audio levels in a sequence

✓ Sweetening sound with audio effects

✓ Adjusting EQ

✓ Applying effects in the Audio Mixer

✓ Cleaning up noisy audio

✓ Working with effects

✓ Key framing effects

✓ Effects presents

✓ Frequently used effects

✓ Color-oriented workflow

✓ An overview of color-oriented effects

✓ Fixing exposure problems

✓ Fixing color balance

✓ Special color effects

✓ Creating a look

✓ What is an alpha channel?

✓ Making compositing part of your projects

✓ Working with the Opacity effect

✓ Working with alpha-channel transparencies.

✓ Color keying a green screen shot

✓ Using mattes

✓ An overview of the tiller window

✓ Video typography essentials

✓ Creating titles

✓ Stylizing text

✓ Working with shapes and logos

✓ Making text roll and crawl

✓ The File menu

✓ Using the Project Manager

✓ Final project management steps

✓ Importing projects or sequences

✓ Managing collaboration

✓ Managing your hard drives

✓ Overview of export options

✓ Exporting single frames

✓ Exporting a master copy

✓ Working with Adobe Media Encoder

✓ Exchanging with other editing applications

✓ Recording to tape

MODULE 4

HTML

✓ Introduction of different Web Technology

✓ Introduction

✓ HTML Elements

✓ HTML Attributes

✓ HTML Headings

✓ HTML Paragraphs

✓ HTML Formatting

✓ HTML Fonts

✓ HTML Styles

✓ HTML Links

✓ HTML Images

✓ HTML Tables

✓ HTML Lists

✓ HTML Forms

✓ HTML Frames

✓ HTML Iframes

✓ HTML Colors

✓ HTML Color names

✓ HTML Color values

✓ HTML Quick List

✓ HTML Layout

✓ HTML Doctypes

✓ HTML Head

✓ HTML Meta

✓ HTML Scripts

✓ HTML Entities

✓ HTML URLs

✓ HTML URL Encode

✓ HTML Media

✓ HTML Audio

✓ HTML Object

✓ HTML Video

✓ HTML YouTube

✓ HTML Media Tags

✓ HTML Summary

✓ HTML5

✓ HTML5 Introduction

✓ HTML5 New Elements

✓ HTML5 Video

✓ HTML5 Video/DOM

✓ HTML5 Audio

✓ HTML5 Drag and Drop

✓ HTML5 Canvas

✓ HTML5 SVG

✓ HTML5 Canvas vs. SVG

✓ HTML5 Geolocation

✓ HTML5 Web Storage

✓ HTML5 App Cache

✓ HTML5 Web Workers

✓ HTML5 SSE

✓ HTML5 Tags

WORD PRESS

- **Overview**

✓ Introduction of different Web Technology

✓ What is WordPress

✓ How WordPress Works

- **Setting up and Installing WordPress**

✓ Installation of server

✓ Installation of WordPress

✓ Installation of MY SQL

✓ Summary

- **WordPressIntroduction**

✓ Introduction to Blogging

✓ First Steps with WordPress

✓ WordPress Semantics - Learning the Jargon

✓ New to WordPress - Where to Start

✓ Using Images

✓ Wrapping Text Around Images

✓ Comments in WordPress

✓ Finding WordPress Help

✓ Post Formats

✓ Linking to Posts, Pages, and Categories

✓ Using Smilies

✓ Links Manager

✓ WordPress Feeds

✓ Customizing Feeds

✓ How to Use Gravatars in WordPress

✓ Writing Code in Your Posts

✓ Using Password Protection

- **Designing**

✓ Developing a Colour Scheme

✓ Designing Headers

✓ CSS Horizontal Menus

✓ Dynamic Menu Highlighting

✓ Good Navigation Links

✓ Next and Previous Links

✓ Styling for Print

✓ Designing Your Post Meta Data Section

✓ Separating Categories in your Post Meta Data Section

✓ Customizing the Read More

✓ Formatting Date and Time

✓ Styling Lists with CSS

✓ Designing Headings

✓ Playing with Fonts

✓ Using Images

✓ Fun Character Entities

✓ Comprehensive list of design articles

✓ Adding a Favicon

- **Theme Development**
- **WordPress CSS Information and Techniques**

✓ Finding Your CSS Styles

✓ Creating Individual Pages

✓ Uploading Files

✓ I Make Changes and Nothing Happens

✓ WordPress Blog Design and Layout

✓ Using WordPress Themes

✓ HTML to XHTML

✓ Custom Post Types

✓ Stepping into Templates

✓ Stepping into Template Tags

✓ Template Hierarchy

✓ The WordPress Loop

✓ The Loop in Action

✓ Anatomy of a Template Tag

✓ Theme Functions File Explained

- **Website Development**

✓ Validating a Website

✓ Know Your Sources

✓ WordPress Housekeeping

✓ WordPress Site Maintenance

✓ Finding Server Info

✓ HTML to XHTML

✓ Migrating Multiple Blogs into WordPress 3.0 Multisite

✓ Meta Tags in WordPress

✓ Search Engine Optimization for WordPress

✓ Accessibility

- **FTP Management**

✓ Understanding FTP

✓ Setting up FTP Server (Live)

✓ Uploading and downloading FTP contents

✓ Summary

- **Sending Emails**

✓ Designing email panel

✓ How to send an email to various users?

✓ Sending auto emails

✓ Summary

- **Deployment**

✓ Deploying application on Web Server

✓ Implement Word Press Site

✓ Troubleshooting the project application after implementation

WOOCOMMERCE

✓ What is WooCommerce? Defining the plugin and its purpose.

✓ Installation and Setup: Installing the WooCommerce plugin, setting store location and currency.

✓ Core WooCommerce Pages: Creating essential pages like Shop, Cart, Checkout, and My Account.

✓ Product Management: Adding, editing, deleting, and managing different types of products (simple, variable, grouped, etc.).

✓ Product Settings: Configuring product details, pricing, inventory, shipping, and variations.

✓ Payment Gateways: Setting up payment methods like PayPal, Stripe, etc.

✓ Shipping Options: Configuring shipping zones, methods, and costs.

✓ Orders and Customer Management: Processing orders, managing customer data, and handling refunds.

✓ Analytics and Reporting: Understanding sales data, order attribution, and using dashboard widgets.

✓ Extending WooCommerce: Exploring plugins and themes for additional functionality.

✓ Developing WordPress Themes and Plugins: Customizing the look and feel of your store and adding custom features.

✓ Working with the WooCommerce REST API: Integrating with other systems and applications.

✓ Creating Online Courses with WooCommerce: Utilizing the plugin to sell online courses.

✓ Drop shipping with WooCommerce: Setting up a drop shipping business

SEO BASICS FOR WEBSITE DESIGN

✓ Keyword Research

✓ Content Optimization

✓ Improving site speed

✓ Ensuring mobile-friendliness

✓ Creating a sitemap

✓ Implementing HTTPS

LAND PAGE CREATION AND SETTINGS

✓ How to Create Landing Pages

✓ Landing Pages and Its Sections

✓ Strong Call to Action (CTA)

✓ Optimization and Testing

✓ Domain Hosting and Testing

PERFORMANCE MARKETING

CONTENT MARKETING

✓ What is Content Marketing?

✓ Topical and Evergreen Content

✓ Content Intent

✓ Buyer Personas

✓ Getting Ideas for Content Topics

✓ Content Creation and Content Curation

✓ Creating Good Ideas

✓ Blog Writing & Publishing

✓ Content Marketing Overview and Strategy

✓ Content Marketing Channels

✓ Writing Messages and Creating Content

✓ Getting Your Message into the Media

✓ Content Strategy & Challenges

✓ Blog Marketing

✓ Social Media Marketing Channels

✓ Image Marketing

✓ Video Marketing

✓ Article and Press Release Marketing

✓ Email Marketing

✓ Event Marketing

✓ B2B Marketing

AI TOOLS FOR CONTENT MARKETING

✓ Chat GPT

✓ Gemini

✓ Grok

✓ Deepseek

✓ Any word

✓ Copy.ai

SOCIAL MEDIA TOOLS FOR CONTENT SCHEDULING

✓ Hootsuite,

✓ Sprout Social,

✓ ManyChat

MODULE 5

INTRODUCTION TO SEARCH ENGINE OPTIMIZATION

✓How the search engine works?

✓Components of Search Engines

✓Google Algorithms

✓Google Results Page

✓Panda, Penguin, Hummingbird & Pigeon

✓Latest Updates in Google

✓Keyword research

✓ Google Keyword Planner

✓ Google Trends

✓ Google Search Console

ONPAGE OPTIMIZATION

✓ Introduction to On-Page

✓ What Is Webmaster Tools

✓ Verification Process in GWMT

✓ Selection target Location

✓ On-Page Analysis Methodology

✓ Fundamental On-page Factors

✓ Website Speed

✓ Domain name in SEO

✓ URL Optimization

✓ Title Tag Optimization

✓ Meta Tags Optimization

✓ Content Optimization

✓ Sitemaps Generation

✓ Using Robot.txt In Site

✓ URL Redirecting Techniques

✓ canonical Links

✓ Rich Snippets

OFFPAGE OPTIMIZATION

✓ What is Link Building

✓ Types of Linking Methods

✓ DoFollow Vs. NoFollow

✓ Link building Guidelines

✓ Linking Building Methodology

✓ Links Analysis Tools

✓ Directory Submissions

✓ Local Business Directories

✓ Social Bookmarking

✓ Using Classifieds for Inbound traffic

✓ Question and Answers

✓ Slogging& Commenting

✓ Guest Slogging

✓ Press Releases

✓ Link Building Resources

GOOGLE BUSINESS PROFILE

✓ Introduction to Google My Business

✓ Setting up Google My Business

✓ Managing Business Information

✓ Optimizing for Local Search

✓ Google My Business Analytics

GOOGLE TAG MANAGER

✓ Configuring Ligger & Variables

✓ Setup AdWords Conversion Tracking

✓ Setup Google Analytics

✓ Setup Google Remarketing

✓ Setup LinkedIn Code

KEYWORD RESEARCH AND COMPETITION

✓ Introduction to Keyword Research

✓ Types or Keywords

✓ Keyword Research Methodology

✓ Business Analysis & categorization

✓ Google Keyword Planner

✓ Market Research and Analysis

✓ New Keyword Ideas

✓ Competition Analysis

✓ Finalizing the Keywords List

GOOGLE ANALYTICS

✓ What is Analytics?

✓ Importance of Analytics for Business

✓ Popular Analytics Software's

✓ Key Performance Metrics (KPI] in Analytics

✓ Visits and Users

✓ Time on Page / Site Bounce Rate

✓ Exit Rate

✓ Conversion Rate Engagement

✓ Introduction to Google Analytics

✓ Installing Analytics code in site

✓ Analytics account structure

✓ Interface tour of Google Analytics General Tools in Analytics

✓ Real-time Reports

✓ Settings in Analytics

SEARCH CONSOLE

✓ Introduction to Google Search Console

✓ Install Google Search Console.

✓ Search Appearance

✓ Rich Result

✓ Data Highlighter

✓ HTML Improvements

✓ Google Index

✓ Crawl

✓ Security Issues

✓ Search Analytics

✓ Links to Your Website

✓ internal Links

✓ Manual Actions

INTRODUCTION TO PPC MARKETING

✓ Overview of PPC Marketing Training

✓ What PPC Marketing is All About

✓ Why You Should Be Using PPC Marketing for Your Business

✓ Different Ad Networks & Automation Tools

SEARCH ENGINE MARKETING (SEM)

✓ Google ads

✓ Google AdSense

✓ Managing Multiple Accounts

✓ Best Practices

✓ Traffic Conversion and Landing

✓ Ad Scheduling

✓ Bidding, Budget & Quality

✓ Keywords Research

✓ Bid Management

✓ Create Campaigns

✓ Campaigns Strategy

✓ Campaign Setup

✓ Search Ads, Banner Ads, Video Ads,

✓ Product Listing

✓ Call-To-Action

✓ AB Ad Copy Testing

✓ Testing Landing Pages

✓ Goals & Funnel Tracking

✓ Creating an Assistance Bot

GOOGLE ADWORDS

✓ Overview of google AdWords

✓ Understanding the interface of AdWords

✓ The Importance of using Google AdWords

✓ The Importance of Ad Relevance

✓ Relevant Landing Pages

✓ AdWords Account Structure

✓ Keyword Strategy & Tools

✓ Google Keyword Planner

✓ Google Analytics & Adwords

✓ Setup an Ad Campaign

✓ Creating Ad Group & Setup Keywords

✓ Invalid Clicks & Shared Library

✓ Ad Bidding, Format & Extensions

✓ Google Ads Editor

✓ Ad Access Level

✓ Ads Billing

✓ Ads Report

✓ Integrate AdWords account with Google Analytics

✓ Reports and Performance Monitoring

✓ Optimizing Performance, Profitability, and Growth

✓ Measuring ROI

✓ AdWords Tools/AdWords Editor

✓ Google Display Network (GDN)

✓ Creating Video Ad Campaign

✓ Remarketing

GOOGLE ADSENSE

✓ What is Google AdSense

✓ How it Woks?

✓ Top AdSense Earners (Global/ India]

✓ AdSense Guidelines

✓ Website ideas tor online earning

✓ Finding a Proper Niche

✓ Types of AdSense Account

✓ AdSense Interface Tour

✓ Create your First Ad

✓ Ad Formats and Sizes Bidding Models

✓ Custom Channels

✓ Ads Limits in a page

✓ Adding code in site / using plugin

✓ Blocking Ads

✓ AdSense Optimization Tips

ECOMMERCE MARKETING

✓ E-commerce definition

✓ Different E-commerce platforms

✓ Significance of SEO in E-commerce

✓ Developing a robust E-commerce plan

✓ Creating product listing ads

✓ Establishing enhanced E-commerce tracking

✓ Explanation of E-commerce conversion tracking

✓ Determining the measurement of sales revenue

✓ Comprehending customer lifetime value

AFFILIATE MARKETING

✓ What is Affiliate Marketing?

✓ How Affiliate marketing works

✓ How to Find Affiliate Niche?

✓ Top Affiliate Marketing networks

✓ Affiliate marketing networks

✓ Affiliate marketing in E-commerce

✓ Apply for Affiliate Marketing network

✓ Understanding the dashboard

✓ Promoting the Affiliate products

✓ Methods of Promotions

✓ Reports and ROI

✓ Best resources tor affiliate marketing

✓ Affiliate Marketing Platform

✓ Promoting Affiliate Products

✓ Methods of Affiliations

✓ International Affiliate Program

✓ Earning Money from Affiliate Marketing

✓ Affiliate Marketing Tools

✓ Affiliate Marketing Payment Models

CONVERSION RATE OPTIMIZATION (CRO)

✓ Conversion Planning

✓ Creating Conversion Structure

✓ Web Analytics Analysis and Measurement

✓ Taking Action and Optimizing Product

✓ Conversion with PPC

✓ Increase conversation rate

MODULE 6

FREE SEO TOOLS

✓ Google Search Console

✓ Google Analytics

✓ Google Trends

✓ Keyword Planner

✓ Rich Results Test

✓ PageSpeed Insights

✓ Answer the Public

SEO PAID TOOLS

✓ Semrush

✓ Ahrefs

✓ Screaming Frog

✓ Keyword Insights

✓ Yoast SEO

✓ Majestic

✓ Moz Pro

✓ Ubersuggest

✓ Surfer SEO

CONTENT WRITING USING AI TOOLS

✓ Ahrefs AI Content Helper

✓ ChatGPT

✓ Google Gemini

✓ Clearscope

✓ Frase

✓ Jasper AI

✓ Grammarly

✓ Semrush SEO Writing Assistant

• Online Resources

• Latest Updates in Google

• Online Resources

• Hosting and Domain

ANSWER ENGINE OPTIMIZATION (AEO)

✓ What is Answer Engine Optimization (AEO)

✓ Key Differences from Traditional SEO

✓ Why is AEO Important

✓ How to Implement AEO

GENERATIVE ENGINE OPTIMIZATION (GEO)

✓ Key aspects of GEO

✓ AI-driven search

✓ Content optimization

✓ Brand visibility

✓ Beyond keywords

✓ Structured data and schema

✓ Performance monitoring

ARTIFICIAL INTELLIGENCE OPTIMIZATION (AIO)

✓ Why is AI Optimization Important?

✓ Optimizing AI Systems

✓ Using AI to Optimize Other Areas

✓ Key Aspects of AIO

✓ AIO in Relation to SEO

MODULE 8

GROWTH HACKING

✓ What is Growth Hacking?

✓ Who uses it, and why do we need it?

✓ Growth Hacking Tools

✓ Growth Funnels and Tactics

✓ How to Approach Marketing Data Analysis?

✓ Case Studies of Growth Hacking

VIDEO MARKETING

✓ Importance of Video Marketing

✓ Create a Video Campaign

✓ Location Targeting

✓ Bidding Strategies

✓ Creating Targeting Groups

✓ Targeting Options in Video Ads

✓ Types of Ad Formats

✓ Measuring the Results of Campaign

✓ Best Practices of Video Ads

✓ Mobile Apps Install Campaign

✓ Mobile Apps Engagement Campaign

✓ Promoting Site in Mobile Apps

✓ Targeting Options in Mobile Apps

✓ Mobile Ad Formats

✓ Conversion Tracking

✓ Reporting in Mobile Ads

INFLUENCER MARKETING

✓ Selecting the influencers

✓ Creating a Pitch for Marketing

✓ Establishing Communication

✓ Selecting the Budget and Commission

✓ Starting with influencer Marketing

✓ Creating Influencer's Campaign

✓ Influencer Marketing Report Analysis

✓ UGC and Creative Strategy

BLOGGING, VLOGGING, FUNNELS.

✓ What is Blogging, Vlogging and Funnels?

✓ Understanding the target audience

✓ Competitor analysis and Keyword Research

✓ Video Planning, creation and Strategy

MODULE 9

DIGITAL MARKETING ANALYTICS

✓ Reports

✓ Metrics

✓ PPC Analytics

✓ Social Analytics

✓ SEO Analytics

✓ Video and Display Analytics

✓ Role of AI in Analytics

LOOKER STUDIO

✓ Getting Started with Looker Studio

✓ Data Connections

✓ Building Dashboards

✓ Enhancing Visualizations

✓ Collaboration and Sharing Insights

✓ Real-World Applications

NOTEBOOKLM

✓ What Is NotebookLM

✓ Key Features of NotebookLM

✓ Podcast generation with NotebookLM

✓ Structured formats

MODULE 10

PROJECT

Grooming and Skill Development

✓ Making & Client Handling

✓ Resume and Portfolio Building

✓ Freelancing

MODULE 11

INTERNSHIP