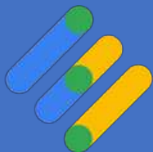




DIGITAL MARKETING COURSE



Digital Marketing ^{course}

- Digital Marketing Fundamentals
- Social Media Marketing
- HTML / CSS – WordPress
- Search Engine Optimization (SEO)
- Google Search Console / Google Analytics
- Content Marketing
- SEM / Google AdWords
- Media Buying / E-mail Marketing
- SEO Tools (MOZ, SEMRUSH, AHREFS)
- Affiliate Marketing



What you will learn ?



- ❑ You will learn core digital marketing skills and work 1-on 1 with an digital marketer on projects designed to help you showcase your competency in this rapidly evolving field.
- ❑ Learn how to leverage these skills in the job market with a career-focused curriculum. You'll get all the support you need to land a Digital Marketing job successfully.
- ❑ Course enables single-skill marketers to connect the dots across sub-disciplines so they can become more versatile and take on new responsibilities in their work.
- ❑ Entrepreneurs seeking to grow their businesses will become conversant in digital marketing tools, methods, and best practices. Learn what good strategy looks like and what questions to ask to ensure their tactics are successful.
- ❑ Certificate from Google, Graduates will get certificate from Google Digital Garage, Fundamentals of Digital Marketing.

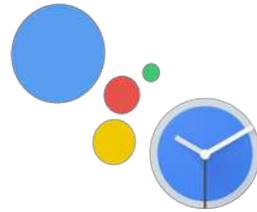


Digital Marketing Fundamentals

Digital marketing fundamentals are very different than traditional marketing fundamentals. What works in media like tv, radio, and print won't always work online and vice versa. It's important to inform yourself on how you can reach new customers, donors, or clients using today's emerging digital tools.

Digital Marketing course, you will gain an understanding of how the digital marketing works and develop the critical insights necessary to succeed in e-commerce & social media marketing.

- **Online Opportunity**
- **Navigate the digital world**
- **Social Media factors & Targeted Ads**
- **Search Engines / Paying Advertising**
- **Research first step to success**
- **Benefits of an online Strategy**
- **Find success with Analytics**
- **Setting up goals**

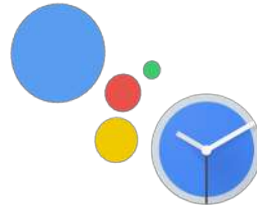


Social Media Marketing

Social media marketing is the use of Social Media platforms and websites to promote a product or service. allow individuals, businesses and other organizations to interact with one another and build relationships and communities online.

The goal of **SMM** is to produce content that users will share with their **social** network to help a company increase brand exposure and broaden customer reach.

- Introduction to Facebook Pages
- Creation and overview BM
- Ads Manager Structure
- Creating Ads in Ads Manager
- Campaign Objectives
- Targeting
- Ad Formats & Placements
- Retargeting - Audiences
- Results Analytics
- Introduction to Instagram and LinkedIn



HTML / CSS / WordPress

HTML Hypertext Markup Language is the standard markup language for creating web pages and web applications. With Cascading Style Sheets and JavaScript, it forms a triad of cornerstone technologies for the World Wide Web

WordPress is open source software you can use to create a website or blog. The easiest and most flexible blogging and website content management system (CMS). WordPress is the most popular website management system in use.

CSS Cascading Style Sheets is a style sheet language used for describing the presentation of a document written in a markup language like HTML. CSS is a cornerstone technology of the World Wide Web, alongside HTML

- **Introduction of Web Technology**
- **HTML**
- **CSS overview**
- **WordPress overview**
- **WordPress Themes**
- **Setting up and Installing**
- **WordPress admin panel**
- **Post & Pages**
- **Plugins**
- **Practice**



Search engine optimization (SEO) is the practice of increasing the quantity and quality of traffic to your website through organic search engine results.

- **SEO Fundamentals**
- **Choosing Niche & Research**
- **Keyword Research & Analyze**
- **Strategy Planning**
- **On Page SEO**
- **Sitemap & Robots.txt**
- **Content optimization**
- **On Page SEO tools**
- **10 ways of Link Building**
- **Google SERP**
- **Google Updates**
- **Google & Social Signals**
- **PBN**
- **Practice**



Google Search Console / Google Analytics

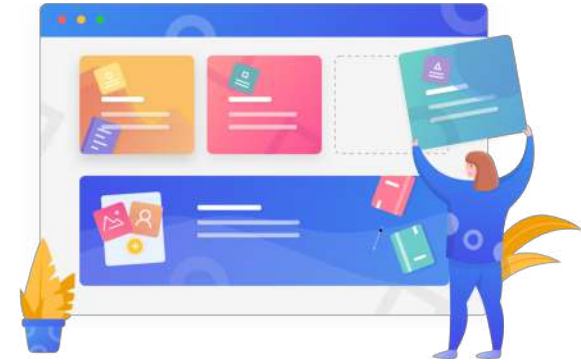


Google Analytics

Google search console is a free service offered by Google that helps you monitor, maintain, and troubleshoot your site's presence in Google Search results. Search Console will help you monitor your website traffic, optimize your ranking, and make informed decisions about the appearance of your site's search results.

Google Analytics is a web analytics service that provides statistics and basic analytical tools for search engine optimization (**SEO**) and marketing purposes.

- **Google console overview**
- **Performance**
- **URL inspection**
- **Index / Sitemaps**
- **Mobile Usability**
- **Links**
- **Practice**
- **Google Analytics overview**
- **Traffic Sources**
- **Content**
- **Visitors**
- **Goals & Ecommerce**
- **Actionable Insights**
- **Practice**



Content Marketing

Content marketing is a form of marketing focused on creating, publishing, and distributing content for a targeted audience online. It is often used by businesses in order to: Attract attention and generate leads. Expand their customer base. Generate or increase online sales.

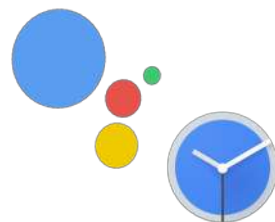
Content marketing helps companies create sustainable brand loyalty, provides valuable information to consumers, and creates a willingness to purchase products from the company in the future

- **Intro to Content Marketing**
- **Content is important to business**
- **Content strategy and planning**



Google AdWords course is primarily going to help all those, who are into advertising and specifically those who aspire to make a career in Internet Marketing (Students / Jobseekers), Entrepreneurs, and Working Professionals. Anyone who wants to learn how to grow business online should have a basic knowledge of website & Internet, understanding of the fundamental concepts of marketing, advertising, and analyzing product and audience

- **Introduction Google Ads**
- **Understanding Search Engine Advertising**
- **Understanding Google AdWords**
- **AdWords Structure**
- **Google Networks & Search Partners**
- **Devices / Locations**
- **CPC Calculation**
- **Bidding & Budget**
- **Traffic Estimator**
- **Manual & Automated bid Strategies**
- **Extensions**
- **Placement Targeting**
- **Remarketing**
- **Interest Categories**
- **Ad Delivery method**
- **Ad Scheduling & Ad Rotation**
- **Compare AdWords Express and AdWords**
- **Cookies / Conversion Tracking**
- **A/B Testing**
- **Practice**



Media Buying / E-mail Marketing

Media buying is taking a commercial, or online newspaper ad, or other sales message and getting it viewed by the intended audience. A Media buyer links the ad to the intended audience in order to make the ad effective. Ads are intended to sell a product, Media buyer negotiates price and placement of the ad for the advertisers.

Email marketing is one segment of internet marketing, which encompasses online marketing via websites, social media, blogs, etc. It is essentially the same as direct mail except that instead of sending mail through the postal service, messages are sent electronically via email.

- **Media Platforms**
- **Product Placement**
- **Target Audience**
- **Media use for SEO**
- **E-mail Marketing overview**
- **E-mail Marketing software's**
- **Strategy planning**
- **Analyze**





SEO Tools



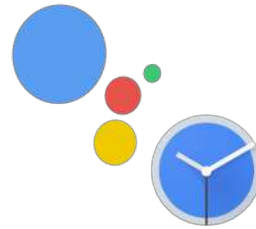
SEMrush is a SEO tool that is specific to finding profitable keywords, tracks the keyword strategy used by your competition, runs an SEO audit of your blog, looks for backlinking opportunities and lots more. **SEMrush** is trusted by internet marketers all over the world.

AHREFS is one of the most popular digital marketing analysis tools used for preparing audit report, backlink analysis, URL rankings, competitive analysis and many more. It is used extensively for SEO analysis. Apart from the SEO backlink analysis, for which it is well-known in the digital marketing field, it is also useful for keyword analysis and website rankings.

Moz provides SEO site crawl checkups, prioritized SEO fixes, rank tracking, competitor tracking, SERP feature tracking, and more.

Google Keyword Planner is a more focused version of the Google Keyword Tool and AdWords Traffic Estimator tool, to make it easier for advertisers to get through the process of creating new ad groups and ad campaigns, which is the key to getting your PPC accounts and could be used for just about anything, including Keyword Research for SEO.

- **SEO Tools overview**
- **Dashboards**
- **Domain Analytics**
- **Keyword Analytics**
- **Position Tracking**
- **SEO Content Checker**
- **On Page SEO Checker**
- **Social Media Tracking**
- **Backlinks Analytics**
- **Domain Rating**
- **URL Rating**
- **Referring Domains**
- **Alerts / Brand monitor**
- **SERP Features**



Affiliate Marketing

Affiliate marketing is an online sales tactic that lets a product owner increase sales by allowing others targeting the same audience – “affiliates” – to earn a commission by recommending the product to others. At the same time, it makes it possible for affiliates to earn money on product sales without creating products of their own.

Affiliate marketing is commonly confused with referral marketing, as both form of marketing use third parties to drive sales to the retailer. The two forms of marketing are differenced, Affiliate marketing relies purely on financial motivations, while referral marketing relies more on trust and personal relationships.



Google Digital Garage



Grow your career or business at your own pace, with flexible and personalized training courses designed to build your confidence and help you thrive. **Out of class** learning content designed to help grow your business or jump-start your career. Dive right in and take an entire course end-to-end.

We will help you with learning plan, track your progress and receive an accredited certificate that can help you boost you LinkedIn profile and CV.

- **Building your online presence**
- **Analyze and adapt**
- **Websites and your business goals**
- **Understanding customer behavior**
- **The power of local directories**
- **Make your ads stand out**
- **Measuring success in email marketing**
- **Breaking down your data for insights**
- **Using e-commerce to sell**
- **Product promotion and merchandising**
- **Advertise across borders**
- **Test & Final Project**