

# DigitalMarketingCourse–Modules

## 1. DigitalMarketingFundamentals

- DigitalMarketingIntroduction
- MarketingFunnel&Strategy
- AudienceTargeting&BuyerPersona

## 2. WebsiteCreation (WordPress)

- Domain&Hosting Setup
- WordPressWebsiteDesign
- LandingPage Creation
- PluginSetup&WebsiteOptimization

## 3. SearchEngineOptimization (SEO)

- Keyword Research
- On-PageSEO
- TechnicalSEO
- Off-PageSEO
- Backlink Building
- LocalSEO(GoogleMy Business)

## 4. GoogleAds/Performance Marketing

- GoogleSearchAds
- GoogleDisplay Ads
- YouTubeAds
- PerformanceMarketing Strategy
- ConversionTracking&Optimization

## 5. SocialMediaMarketing(SMM/SMO)

- FacebookMarketing
- InstagramMarketing
- LinkedInMarketing
- ContentStrategy&PostPlanning

## **6. PaidAdvertising(Paid Ads)**

- FacebookAds Manager
- InstagramAds Campaign
- LeadGenerationAds
- Retargeting&Remarketing

## **7. Analytics&Tracking**

- GoogleAnalytics
- GoogleTag Manager
- Conversion Tracking
- CampaignPerformanceAnalysis

## **8. Email Marketing**

- EmailCampaignCreation
- Mailchimp/AutomationTools
- LeadNurturingStrategy

## **9. AI Tools forDigital Marketing**

- **ChatGPT**– Content & Ad Copy Writing
- **CanvaAI/MagicDesign**–CreativeDesign

## **10. Freelancing&Client Handling**

- ProposalWriting
- ClientCommunication
- ProjectDelivery Process

## **11. LiveProjects&PracticalTraining**

- RealCampaignSetup
- AdBudget Management
- Portfolio Creation