

# TRAINING CONTENTS

Session	Name of the Topics	Contact Hour
Session 01	<b>Module 1: Digital Marketing Overview</b> <ul style="list-style-type: none"><li>• Overview of digital marketing</li><li>• Traditional marketing vs. digital marketing</li><li>• Importance and benefits of digital marketing</li><li>• Course objectives and structure</li><li>• Market research</li><li>• Key digital marketing channels</li><li>• Design and creativity (how to design posts using Canva)</li></ul> <b>Practical:</b> Write content and design	3
Session 02	<b>Module 2: Website Optimization Basics</b> <b>Part 1: Domains and Hosting</b> <ul style="list-style-type: none"><li>• Understanding domain name</li><li>• Choosing and registering a domain</li><li>• Introduction to web hosting</li><li>• Different types of hosting (shared, VPS, dedicated)</li><li>• Setting up a hosting account</li><li>• Install WordPress</li></ul>	3

	<b>Practical:</b> Create a business account, set ad account	
<b>Session 3</b>	<b>Part 2: WordPress Setup</b> <ul style="list-style-type: none"> <li>• Overview of WordPress dashboard</li> <li>• Choosing and installing themes</li> <li>• Essential plugins for optimization</li> </ul> <b>Practical:</b> Install WordPress and customize a theme	<b>3</b>
<b>Session 4</b>	<b>Part 3: Website Design</b> <ul style="list-style-type: none"> <li>• Creating pages and posts in WordPress</li> <li>• Basic SEO settings in WordPress</li> </ul> <b>Practical:</b> Designing a basic website and setting up SEO plugins	<b>3</b>
<b>Session 5</b>	<b>Module 3: Content Strategy &amp; On-page SEO</b> <ul style="list-style-type: none"> <li>• Content planning from selected keywords</li> <li>• What are quality contents?</li> <li>• SEO and user-friendly content writing</li> <li>• Complete on-page SEO using Yoast/Rank Math plugin</li> </ul> <b>Practical:</b> Write content and perform on-page SEO	<b>3</b>

Session 6	<b>Module 4: Technical SEO and OFF-page SEO</b> <ul style="list-style-type: none"> <li>• Google Search Console setup and overview</li> <li>• Google Analytics setup and overview</li> <li>• Google Tag Manager setup and overview</li> <li>• SEO error fixing</li> <li>• Best practices for link building</li> <li>• Guest blogging and content outreach</li> <li>• Tools and resources for off-page SEO</li> </ul> <b>Practical:</b> Plan an off-page SEO campaign	3
Session 7	<b>Module 5: Social Media Marketing</b> <p><b>Overview</b></p> <ul style="list-style-type: none"> <li>• Major platforms (Facebook, Instagram, Twitter, LinkedIn, etc.)</li> <li>• Setting up and optimizing social profiles</li> <li>• Tools for social media management</li> </ul> <b>Practical:</b> Setting up profiles and planning posts	3
Session 8	<b>Facebook Ad &amp; Instagram</b> <ul style="list-style-type: none"> <li>• Setting up Business Manager</li> <li>• Creating and managing ad accounts</li> <li>• Pixel setup and integration</li> <li>• Ad creation best practices</li> <li>• Instagram marketing strategies</li> </ul> <b>Practical:</b> Design a sample Facebook ad campaign	3

<b>Session 9</b>	<b>Twitter &amp; LinkedIn</b> <ul style="list-style-type: none"> <li>• Twitter and LinkedIn marketing strategies</li> <li>• Twitter Ads and LinkedIn sponsored content</li> </ul> <b>Practical:</b> Creating and scheduling posts	<b>3</b>
<b>Session 10</b>	<b>YouTube &amp; Pinterest</b> <ul style="list-style-type: none"> <li>• YouTube and Pinterest marketing strategies</li> <li>• Creating and optimizing video and pin content</li> </ul> <b>Practical:</b> Create and optimize content	<b>3</b>
<b>Session 11</b>	<b>Module 6: Google Ads Basics</b> <ul style="list-style-type: none"> <li>• Introduction to Google Ads</li> <li>• Setting up account</li> <li>• Understanding interface</li> <li>• Types of campaigns</li> </ul> <b>Practical:</b> Setting up a basic campaign	<b>3</b>
<b>Session 12</b>	<b>Module 7: Advanced Google Ads Strategies</b> <ul style="list-style-type: none"> <li>• Keyword selection and bidding</li> <li>• Ad creation and optimization</li> <li>• Understanding quality score</li> <li>• Campaign performance tracking</li> </ul> <b>Practical:</b> Create and optimize advanced campaigns	<b>3</b>

<b>Session 13</b>	<b>Module 8: Local SEO</b> <ul style="list-style-type: none"> <li>• Importance of local SEO</li> <li>• Google My Business setup and optimization</li> <li>• Local listings and link building</li> </ul> <b>Practical:</b> Optimize a Google My Business profile	<b>3</b>
<b>Session 14</b>	<b>Module 9: Email Marketing Basics</b> <ul style="list-style-type: none"> <li>• Importance of email marketing</li> <li>• Building and segmenting lists</li> <li>• Effective email campaigns</li> </ul> Email marketing tools (MailChimp, Constant Contact) <b>Practical:</b> Set up an email marketing campaign	<b>3</b>
<b>Session 15</b>	<b>Module 10: Advanced Email Marketing</b> <ul style="list-style-type: none"> <li>• Automation in email marketing</li> <li>• Personalization and targeting</li> <li>• A/B testing</li> <li>• Analyzing metrics</li> </ul> <b>Practical:</b> Create an automated email series	<b>3</b>
<b>Session 16</b>	<b>Module 11: Analytics and Reporting</b> <ul style="list-style-type: none"> <li>• Introduction to web analytics</li> <li>• Google Analytics setup</li> <li>• Key metrics and KPIs</li> <li>• Creating reports and dashboards</li> </ul> <b>Practical:</b> Set up Google Analytics and create a report	<b>3</b>

<b>Session 17</b>	<b>Module 12: Mobile Marketing Strategies</b> <ul style="list-style-type: none"> <li>• Differences between email and SMS marketing</li> <li>• Best practices for SMS campaigns</li> <li>• Long-term mobile strategies</li> </ul> <b>Practical:</b> Draft a mobile marketing strategy	<b>3</b>
<b>Session 18</b>	<b>Module 13: Content Marketing Strategies</b> <ul style="list-style-type: none"> <li>• Creating viral content</li> <li>• Blogging in digital marketing</li> <li>• Boosting content engagement</li> </ul> <b>Practical:</b> Create a viral content plan	<b>3</b>
<b>Session 19</b>	<b>Module 14: Earning Opportunities with Digital Marketing Skills</b> <ul style="list-style-type: none"> <li>• Exploring income opportunities</li> <li>• Passive income in digital marketing</li> <li>• Career advancement planning</li> <li>• Course review and exam prep</li> </ul> <b>Exam:</b> Assessment covering key concepts and practicals	<b>3</b>
<b>Session 20</b>	<b>Mentorship Session:</b>  A dedicated session with an industry expert to discuss career opportunities, real-world applications of digital marketing, and insights into the latest trends.	<b>3</b>
	<b>Total Class Hours</b>	<b>60 hours</b>

