

DIGITAL MARKETING SYLLABUS

- 3 Month course
- Live project training
- Interview Preparation
- Daily PDF notes
- Certificate Upon completion of course
- Affordable course
- Google Certified Trainers
- Weekly Doubt Sessiions



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Module 1 - Introduction to Digital Marketing

- **What is Digital Marketing?**
- **Scope of Digital Marketing / Industry**
- **Latest Trends in Digital Marketing**
- **Digital Marketing for Working Professionals.**
- **Digital Marketing for Small & Big Business Owners**
- **Current Job opportunities in Digital Marketing Domains**



Module 2 : Successful Digital Marketing Case Studies

- **Objectives of Online Marketing**
- **Elements of Digital Strategy**
- **How do they Plan a Digital Marketing Campaign?**
- **Live Activity - Defining a Business Objective**





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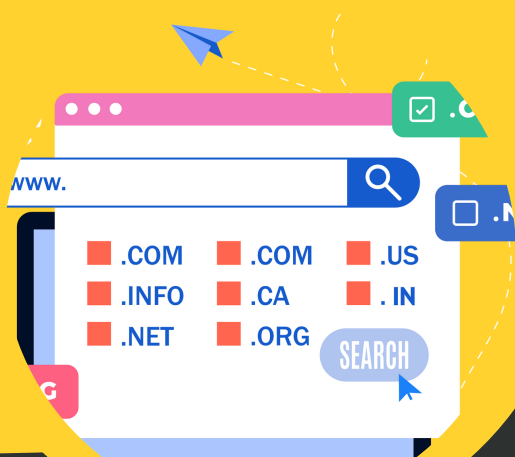
Module 3 : Graphics Design(Canva)

- Digital Banner Designing
- Graphic Design Fundamentals
- Logo & Key Banner Designing
- Live Practice - Logo and Banner



Module 4 - How to Become a Domain Marketer

- What is Domain?
- Types of Domain and extensions?
- How to Buy a Right Domain
- What is hosting, Cpanel & FTP accounts
- What is Domain Marketing
- How to Sell a Domain (Live Practice)
- Domain Selling Platforms





Module 5 - Understanding Wordpress

- What is Wordpress?
- Why do we need Wordpress to learn Digital Marketing?
- Difference between Wordpress.com & wordpress.org.
- Install Wordpress & Creating Basic website in Wordpress.
- Understanding Page Builders in Wordpress
- More Plugin and Settings in Wordpress
- Wordpress for Blogging
- Wordpress for Personal Websites
- Wordpress for Business Websites
- Wordpress of e-commerce websites





Module 6 - Making Ecommerce Website with Shopify

- **Shopify Introduction**
- **Why Shopify?**
- **Setting up your free shopify account**
- **Important tools of Shopify**
- **How to make a proper Ecommerce Website in 3 hours**



Module 7 - Search engine optimization (SEO)

- **Introduction to SEO. What is SEO, Why SEO?**
- **Working of Search Engines?**
- **Introduction to SERPs**
- **Different activities used in SEO**
- **Understanding Black Hat SEO**
- **Understanding Different Google Algorithms**
- **On Page SEO Basics**
- **Off Page SEO Basics**
- **Technical SEO Basics**
- **Technical SEO Advanced**
- **Keyword Research Advanced**





- **Complete On page SEO Advanced (All Practical)**
- **Complete Off Page SEO Advanced (All Practical)**
- **Understanding complete Local SEO**
- **Understanding Mobile SEO (All elements)**
- **Learning Google Search Console in Depth**
- **Indexing in Google Search Console**
- **Removing different errors in GSC**
- **HTTPS & SSL/Website Security**
- **Optimizing Website Speed**
- **Case Studies**
- **E-commerce SEO & SEO Reporting**



Module 8 - Understanding what Blogging Is

- **What is a Blog?**
- **How Blogging Works ?**
- **What are the benefits of Maintaining a Blog?**
- **Understand the interrelation between Blogging & SEO**
- **Making Money With Blogging**
- **Niche Blogging & Category Selection**
- **Strategizing 90 days Plan**
- **Live Exercise Customizing website for monetization**
- **Applying for Adsense & Other Ad Options**





Module 9 : Google Adsense

- **What is Ad sense**
- **Account approval and account setup**
- **Adsense Guidelines and requirements Adsense**
- **Niche Research Content and traffic strategy**



Module 10 - Google Analytics

- **Basics of Google Analytics/ How to Install & how it works/ Concepts of Cookies & all.**
- **Understanding Website Analytics**
- **Understanding different reports in Google Analytics**
- **Users/ Access in Google Analytics**
- **Audience Creation in Google Analytics**
- **Google Analytics for SEO**
- **Google Analytics for PPC Campaigns**
- **Important Metrics in Google Analytics**





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- **Ecommerce Tracking**
- **Analytics Report Creation**
- **Filter Creation**
- **Understanding of Attribution**
- **Alternatives to Google Analytics/**
- **Similar Products**
- **Link Tracking**
- **UTM Parameters in Depth**



Module 11 - GOOGLE TAG MANAGER + GOOGLE ANALYTICS

- **What is Google Tag Manager/ Setting up Google Tag Manager Why Google Analytics + Google Tag Manager**
- **Basic Components of Google Tag Manager**
- **Tags, Triggers & Variables**
- **Setting up First Tracking**
- **Tracking of Videos**
- **Tracking of Links**
- **Tracking of Visible Elements**





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- **Tracking of Scrolls**
- **E-Commerce events tracking using GTM**
- **Facebook Pixel + GTM**
- **Facebook Events Tracking using GTM**



Module 12 - EMAIL MARKETING

- **What is Email Marketing?**
- **How to set up Email Marketing**
- **Different tools for Email Marketing**
- **How to set Automation using Email Marketing.**
- **Understanding omni channel Marketing.**
- **How to create email?**
- **Understanding Important metrics related to email**
- **marketing Call to Actions related to e-mail Marketing.**



Module 13 - Social Media Marketing (Paid Ads) Facebook Ads

- **Basics of Facebook ads/ How it works**
- **Different Types of Facebook Ads/ Objectives of Facebook Ads**
- **Understanding Complete Audience & Targeting optimization Understanding**
- **Placement options of Facebook ads**
- **Understanding the ad copy & copywriting for Facebook Ads**
- **Landing Page Optimization for Ads Relevancy**
- **Buyers/Persona**
- **Most Advanced FB Pixel Understanding**
- **Indepth - Facebook Analytics**
- **A/B Testing**
- **Tracking Options related to FB**





- **Competitors spying**
- **Facebook Ads for Affiliate Ads like UTM parameters Marketing**
- **Running all Objective Ads**
- **Video Ads in depth using Facebook Ads Practically**
- **Dynamic Ads**
- **Different Strategies related to Facebook Ads**
- **Retargeting & Remarketing Ads**
- **Understanding concept of Lead Generation & Funnels w.r.t. FB Ads**
- **Understanding the Reporting for Facebook Ads & other**
- **Advanced concepts**
- **Messenger Marketing for FB**
- **FB Scaling models/Tricks Strategies**
- **How to get Clients for Facebook Ads**
- **Different tools related to Facebook**





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Instagram Marketing

- **Instagram Profile Creation & Customization**
- **Instagram Posting & Growth**
- **Best Practices Importance of Hashtag**
- **How Instagram Algorithm works**
- **Instagram Live Ads Practice**
- **Case Studies**





Quora Marketing

- **Introduction to Quora**
- **Quora Profile Best Practices**
- **Building Quora Profile Answering Questions Quora Traffic Building Strategies**
- **Types of Quora Ads**
- **Live Case Studies**



Quora



Module 14 - GOOGLE ADS MASTERY (20 HRS)

- Introduction to Google Ads
- How Google Ads works?
- Different Types of Google Ads.
- Understanding Importance of Landing Pages in depth In-Depth SEARCH Ads (Basic to Advance)
- Creation / Optimization & Reporting
- In-Depth Display Ads (Basic to Advance)
- Creation / Optimization & Reporting
- Every things about Remarketing Ads
- Youtube Ads/Video Ads
- App Install in Google Ads
- All about Setting in Google Ads
- Call Only Ads





- **Understanding All types of Audiences in Google Ads Understanding In depth Optimization of Google Ads**
- **Understanding Conversion based campaigns & optimizing themChecklists**
- **Tools Related to Google ads**
- **Competitor oriented Campaigns**
- **Strategies Related to Google Ads Campaigns**
- **Shopping Campaigns - Google Ads for e-commerce**
- **Scripts & Tracking with respect to Google Ads**



Module 16 - Social Media Optimization

- **Introduction to Social media Optimization**
- **Understanding each & every platform on the basic of Content Supported SWOT Analysis**
- **Content Strategies according to the platform**
- **Understanding the power of organic reach**
- **Complete FB Page/Profile optimization**
- **Lead Generation through Organic Optimization of Social Media**
- **Chatbots in Social media Optimization**
- **Different tools related to social media optimization & scheduling**
- **How to create the social media calendar**



- **Understanding Client/Agency relation related to Social Media Different Tools related to Social Media Content Creation**
- **How to understand the algorithm of the Social Media**
- **What is the rule of consistency for Social Media**
- **Tools related to Content Ideas**
- **Social Media Best Practices**
- **Influencer Marketing**
- **SMO Report Creation**



Module 17 - YOUTUBE OPTIMIZATION & MARKETING

- **Why Youtube & How Youtube works.**
- **Analytics of the Famous Youtubers & big companies who are**
- **taking advantage of YT.**
- **Understanding Youtube Algorithm/Ranking Factors in Youtube**
- **How to set up a Youtube Channel.**
- **How to grow Youtube Channel organically, Different Elements involved. Earning Opportunities from Youtube.**
- **Monetization option in Youtube & Conditions.**
- **Youtube Funnels**
- **Different Tools related to Youtube Required for the growth of youtube Channel**



- **Working on Real Projects.**
- **Essentials for Recording Youtube Videos**
- **How to edit youtube voices. (Tools to edit voice)**
- **How to edit Youtube videos.(Tools to edit video)**
- **Uploading a demo video & setting all on page essentials.**
- **How to provide viral elements into Youtube.**
- **Checklist for Youtube Videos.**
- **Case Study related to Youtube Channels.**
- **Power of Youtube Live.**





Module18 – National and International Freelancing

- **Earning as a Digital Marketing Freelancer**
- **Freelancing Platforms**
- **Building Freelancing Profile**
- **Live Walkthrough: How to Grab Projects
How to Price Your Services**



Course Highlights

- **3 months Course**
- **Certification after completion of course**
- **4 certificated from google**
- **Interview Preprations**
- **How to find out international clients**
- **Live project training**
- **Daily 1 hour class and 1 hr practical**
- **Doubt sessions**



Workbook

CONTENT WRITING

Online Course

By Claudia Alves



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