



Anil Digital Services and Training
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Digital Marketing Course Curriculum

✓ **Introduction to Digital Marketing**

- What is marketing?
- What is digital marketing?
- Why are people going online?
- Key concepts of digital marketing
- Benefits of digital marketing
- How digital marketing evolved
- Who's using digital marketing?
- How traditional and digital media differ?
- What is inbound and outbound Marketing?
- Understand the future of digital marketing
- What is the Internet and how it works?
- How internet evolved?
- What is search engine?
- Types of search engine
- How search engine works?
- Why is Google the world's best search engine?
- Ranking factors of Google
- What are the reasons for the yahoo's failure?
- Tools required in digital marketing



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- What is advertising?
- What is online advertising?
- What is AdWords?
- Some of the best digital marketing case studies
- Career scope in Digital Marketing

✓ **Website Design Guidelines**

- What is Website?
- What is www?
- What are the different types of website?
- Web page vs. website
- Difference between blog vs. website
- Components of website
- Purpose of creating websites
- How to build a web page?
- Web design vs. web development
- What makes a website user-friendly?
- Dynamic vs. Static website
- What are responsive websites?
- Build your own portfolio website



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✓ Domain Registration and Hosting

- What is domain & sub domain name?
- Parts of domain name
- How to choose domain name?
- What is Protocol?
- What is IP address
- What is web hosting?
- What is Uptime
- Types of Web Hosting
- How to buy domain and hosting?
- Costs of a domain name
- Buying and managing domains
- Importance of server security
- What is SSL certification?
- When your site goes down what will happen?
- What is page authority and domain authority?

✓ Word Press website creation

- What is Word Press?
- Understanding Word Press and its functioning?



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- Features of Word Press
- Advantages and disadvantages of Word Press
- Word Press.com vs. Word Press.org
- Sites built with Word Press
- How to Install Word Press?
- Editing the page and change the site title
- Add and edit a menu
- Blog page design
- Adding a video to your website
- Add social sharing buttons
- Working with dashboard
- What is Plug-in and its uses?
- What is widget and how to use it
- Creation of Pages and Menus
- The importance of homepage
- Terms, Privacy and Disclaimers
- Difference between Posts and Pages
- Integrating Google analytics
- Adding site to webmaster tools
- ✓ **Search Engine Optimization**
- Introduction and Understanding of SEO?
- How search Engine works?



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- Basics of SEO
- On-Page SEO vs. Off-Page SEO
- What is the main purpose of using keyword in SEO?
- Some important SEO tools
- What is link building and why does it matter?
- What are backlinks?
- What is outbound link?
- Difference between do-follow and no-follow links
- What are meta tags
- What is an anchor text?
- What is robots.txt?
- What is landing page?
- Latest updates in Google search algorithm
- Panda algorithm vs. Penguin algorithm
- How to remove toxic links to a site?
- What is Sitemap? How is it important?
- What is social bookmarking?
- What is social networking?
- What is RSS feed?



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- What are Google site links?
- What is Google my business?
- Popular SEO blogs to follow
- What is Alexa Ranking?
- Why we use content marketing for SEO?

✓ **Keyword Research and planning**

- What is Keywords?
- Types of Keywords
- Keyword based on length
- History of Keyword Research
- Why is keyword research important?
- LSI Keywords
- What is keyword research process?
- Understanding your target market
- What is Keyword Density, and does it matter?
- Know what your people want
- How to use Google keyword planner?
- How to do business analysis?



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✓ **Content Writing**

- What is content writing
- Introduction to the different types of Contents
- How to improve writing skills?
- How to write SEO optimised content?
- Use of proper Tags (h1, h2, h3)
- Attractive Title and Headings
- Anchor Texts
- How to count words
- Understanding your audience
- Write for users not for Google
- What makes good content?

✓ **Social Media Optimization**

- What is Social Media Optimization?
- What is Social Media Marketing (SMM)?
- Search Engine Optimization vs. Social Media Optimization
- List of social media
- Importance of social media
- How Social Media Affects SEO?



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- How to promote business through SMO
- What is Viral Marketing
- Social media success tracking tools?
- What type of social media content converts best?
- What is the responsibility of social media manager?
- Top social media marketing tools to consider?
- Some common social media mistakes

✓ **Google Algorithms**

- Intro to Google Algorithm
- Types of Google Algorithms
- How Algorithms works
- How to adjust Algorithms
- Check if you have been hit by any of them
- Major Google Algorithm changes and Penalties

✓ **Google Search Console**

- Understanding of Google Search Console
- Using Google Search Console to Increase Traffic
- Crawl Stats Vs. Crawl Error



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- Removing Spam Backlinks from Website
- Index Pages in Google Search Console

✓ **Google Analytics**

- Introduction of Google Analytics
- Data Analyzing with Google Analytics
- Checking User Behavior
- Tracking Traffic from Different Source
- Using Analytics Date for Retargeting

✓ **Google AdSense**

- Money Making with AdSense
- Easy Steps for AdSense
- How to Approve AdSense Account
- Placing Ads to Website

✓ **Facebook Marketing**

- Facebook Insights
- Facebook Algorithms



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- Ad Practices for Ad Content
- Facebook Targeting Options
- Retargeting or Facebook Exchange
- Facebook Page Management
- ✓ **Twitter Marketing**
 - Introduction to Twitter Marketing
 - Do's and Don'ts of Twitter Marketing
 - Twitter Ads – Content & Targeting
 - Influencer Marketing
 - Power of Twitter and use of hash tags
 - Tools and Measurement
- ✓ **LinkedIn Marketing**
 - Introduction to LinkedIn
 - How to Market
 - Personal marketing
 - Brand Marketing
 - LinkedIn Ads
 - LinkedIn Campaigns



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✓ **Instagram Marketing**

- Creating a Business Page
- Marketing Tools and Ads
- Influencer Marketing on Instagram
- Strategy How to drive Engagement
- Switching Accounts
- Lead Generation through Instagram

✓ **Tiktok Marketing**

- Introduction of Tiktok Ads
- Tiktok Campaigns
- How to Create Ads
- Remarketing in Tiktok

✓ **Viral Marketing**

- Understanding About Trends
- Searching Trends
- Creating Content Go Viral
- Omni Channel Approach

✓ **Quora Marketing**

- Introduction of Quora Ads
- Type of Ads Campaigns
- Quora Pixel Code Installation



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- How to Create Ads
- Remarketing in Quora

✓ **TrueCaller Marketing**

- Introduction of True Caller
- True Caller Campaigns
- How to Create Ads
- Remarketing in True Caller

✓ **Pinterest Marketing**

- Why use Pinterest for business?
- How to set up a Pinterest account for your business
- Analyse Work
- Spice Up Your Strategy
- How to Create Popular Pins
- Images that Work

✓ **YouTube Marketing**

- YouTube Channel Creation
- Video Creation, Uploading and Optimization
- Video Content and story line ups
- Channel Monetization
- How to earn like a Boss
- Case Study



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✓ **Social Media Automation**

- How to Automate Social Media
- Tools to Automate Social Media
- What you Can & Can't Automate
- Automating Social Media Reporting & Analytics
- Find the best time to share
- Rules of Smart Social Media Automation

✓ **Google AdWords**

- What is AdWords?
- Ads Placement
- How to get approval for AdWords?
- How to get Ads on your Blog/YouTube
- Content and traffic strategy
- Guidelines and requirements

✓ **Geo Targeting**

- Intro to Geo Targeting
- IP Based Geo Targeting
- How to reach visitors from different countries
- Keyword Selection Based on Geographic Targeting
- Tracking Email location
- Website Planning Based on Geographic Targeting



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✓ Online display Advertising

- Marketing Objectives to Display Advertisement
- Display Ad Formats & Tools
- Audience Targeting
- Remarketing and Advanced Audience Selection
- Dynamic Display Ads



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- Payment Modules

✓ **E-commerce Marketing**

- What is Ecommerce Websites
- E-Commerce Marketing concepts
- The online purchasing decision
- Top Motivators for Shopping Online
- Advantages of Ecommerce
- Use affiliate marketing for ecommerce strategy

✓ **Email Marketing**

- Understanding & Benefits of Email Marketing
- How to write Effective content and subject line?
- Why Email automation is required?
- Designing an effective Email campaign
- Tracking Email Marketing Reports
- Email Guidelines

✓ **SMS Marketing**

- Introduction to SMS Marketing
- Why SMS Marketing



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- Kinds of SMS
- Promotional SMS
- Transactional SMS
- How to Integrate SMS on Software's

✓ **Mobile Marketing**

- What is Mobile Marketing?
- Methods of Mobile Marketing
- How to create a mobile website?
- Why Focus on Smartphone Apps
- Advertising on Mobile App
- Importance and Future Scope

✓ **App Store Optimization**

- Why it's important?
- How is App SEO done?
- Character Limit in Title and description
- Why rating and reviews are important factor
- Advertise your application

✓ **Remarketing**

- How do Remarketing Ads work?
- How much does Remarketing Cost
- What is Remarketing Campaign



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- How to target non-converting audience segments
- How to boost Conversions with Remarketing
- Strategies for Better Remarketing

✓ **Affiliate Marketing**

- An introduction to affiliate Marketing
- Types of Affiliate Programs
- When do you use Affiliate Marketing?
- Top Affiliate Earners in India
- Choose best affiliate networks
- Grow your Business with Affiliate Marketing?

✓ **Growth Hacking**

- What is Growth Hacking?
- Who use 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

✓ **Lead Generation**

- Lead Capture
- Lead Magnets
- Landing Page Conversion Techniques
- Lead Scoring



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✓ **Money Making Secrets**

- How do I make money successfully?
- How entrepreneurs are making money?
- How can you earn a lot of money?
- Secret ways to make money online
- How to keep your business growing?
- The average person can become a millionaire

✓ **ORM**

- Introduction of ORM
- Reputation Problems
- Eliminating Negative Website
- Consumer Complaint Sites

✓ **Video Marketing & Editing**

- Basic of Video Marketing
- Hacks of Video Marketing
- Basic of Filmora & Final Cut Pro
- A-Z Video Editing

✓ **Photo Editing**

- Basic of Photoshop
- Editing Image
- Crating Creative's



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- Basic of Canva
- Marking Ads with Canva & Hacks of Canva

✓ **Interview Preparation**

- Interview Preparation Essentials
- Essential Tools and Resources to Help you succeed
- How to Crack Any Interview? Industry Secrets
- Written Test Preparation
- Mock Interview Session

✓ **Freelance Guidelines**

- Freelancing Overview
- Types of Freelancing Work
- Finding Clients: Freelance Websites
- How to grab freelancing Projects

✓ **Final Doubt Session**