

# TRAINING CONTENTS

Session	Name of the Topics	Contact Hour
Session 01	<p data-bbox="456 472 1038 510"><b>Module 1: Digital Marketing Overview</b></p> <ul data-bbox="507 555 1182 1133" style="list-style-type: none"><li data-bbox="507 555 946 593">● Overview of digital marketing</li><li data-bbox="507 638 1110 676">● Traditional marketing vs. digital marketing</li><li data-bbox="507 721 1129 759">● Importance and benefits of digital marketing</li><li data-bbox="507 804 959 842">● Course objectives and structure</li><li data-bbox="507 887 762 925">● Market research</li><li data-bbox="507 969 959 1008">● Key digital marketing channels</li><li data-bbox="507 1052 1182 1133">● Design and creativity (how to design posts using Canva)</li></ul> <p data-bbox="560 1144 1027 1182"><b>Practical:</b> Write content and design</p>	3
Session 02	<p data-bbox="456 1256 1046 1294"><b>Module 2: Website Optimization Basics</b></p> <p data-bbox="456 1339 858 1377"><b>Part 1: Domains and Hosting</b></p> <ul data-bbox="507 1422 1070 1906" style="list-style-type: none"><li data-bbox="507 1422 927 1460">● Understanding domain name</li><li data-bbox="507 1505 1007 1543">● Choosing and registering a domain</li><li data-bbox="507 1588 911 1626">● Introduction to web hosting</li><li data-bbox="507 1671 1070 1751">● Different types of hosting (shared, VPS, dedicated)</li><li data-bbox="507 1796 922 1834">● Setting up a hosting account</li><li data-bbox="507 1879 783 1917">● Install WordPress</li></ul>	3

	<p><b>Practical:</b> Create a business account, set ad account</p>	
<p><b>Session 3</b></p>	<p><b>Part 2: WordPress Setup</b></p> <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> <p><b>Practical:</b> Install WordPress and customize a theme</p>	<p><b>3</b></p>
<p><b>Session 4</b></p>	<p><b>Part 3: Website Design</b></p> <ul style="list-style-type: none"> <li>● Creating pages and posts in WordPress</li> <li>● Basic SEO settings in WordPress</li> </ul> <p><b>Practical:</b> Designing a basic website and setting up SEO plugins</p>	<p><b>3</b></p>
<p><b>Session 5</b></p>	<p><b>Module 3: Content Strategy &amp; On-page SEO</b></p> <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> <p><b>Practical:</b> Write content and perform on-page SEO</p>	<p><b>3</b></p>

<p><b>Session 6</b></p>	<p><b>Module 4: Technical SEO and OFF-page SEO</b></p> <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> <p><b>Practical:</b> Plan an off-page SEO campaign</p>	<p><b>3</b></p>
<p><b>Session 7</b></p>	<p><b>Module 5: Social Media Marketing</b></p> <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> <p><b>Practical:</b> Setting up profiles and planning posts</p>	<p><b>3</b></p>
<p><b>Session 8</b></p>	<p><b>Facebook Ad &amp; Instagram</b></p> <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> <p><b>Practical:</b> Design a sample Facebook ad campaign</p>	<p><b>3</b></p>

<p><b>Session 9</b></p>	<p><b>Twitter &amp; LinkedIn</b></p> <ul style="list-style-type: none"> <li>● Twitter and LinkedIn marketing strategies</li> <li>● Twitter Ads and LinkedIn sponsored content</li> </ul> <p><b>Practical:</b> Creating and scheduling posts</p>	<p><b>3</b></p>
<p><b>Session 10</b></p>	<p><b>YouTube &amp; Pinterest</b></p> <ul style="list-style-type: none"> <li>● YouTube and Pinterest marketing strategies</li> <li>● Creating and optimizing video and pin content</li> </ul> <p><b>Practical:</b> Create and optimize content</p>	<p><b>3</b></p>
<p><b>Session 11</b></p>	<p><b>Module 6: Google Ads Basics</b></p> <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> <p><b>Practical:</b> Setting up a basic campaign</p>	<p><b>3</b></p>
<p><b>Session 12</b></p>	<p><b>Module 7: Advanced Google Ads Strategies</b></p> <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> <p><b>Practical:</b> Create and optimize advanced campaigns</p>	<p><b>3</b></p>

<p><b>Session 13</b></p>	<p><b>Module 8: Local SEO</b></p> <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> <p><b>Practical:</b> Optimize a Google My Business profile</p>	<p><b>3</b></p>
<p><b>Session 14</b></p>	<p><b>Module 9: Email Marketing Basics</b></p> <ul style="list-style-type: none"> <li>● Importance of email marketing</li> <li>● Building and segmenting lists</li> <li>● Effective email campaigns</li> </ul> <p>Email marketing tools (MailChimp, Constant Contact)</p> <p><b>Practical:</b> Set up an email marketing campaign</p>	<p><b>3</b></p>
<p><b>Session 15</b></p>	<p><b>Module 10: Advanced Email Marketing</b></p> <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> <p><b>Practical:</b> Create an automated email series</p>	<p><b>3</b></p>
<p><b>Session 16</b></p>	<p><b>Module 11: Analytics and Reporting</b></p> <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> <p><b>Practical:</b> Set up Google Analytics and create a report</p>	<p><b>3</b></p>

<p><b>Session 17</b></p>	<p><b>Module 12: Mobile Marketing Strategies</b></p> <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> <p><b>Practical:</b> Draft a mobile marketing strategy</p>	<p><b>3</b></p>
<p><b>Session 18</b></p>	<p><b>Module 13: Content Marketing Strategies</b></p> <ul style="list-style-type: none"> <li>● Creating viral content</li> <li>● Blogging in digital marketing</li> <li>● Boosting content engagement</li> </ul> <p><b>Practical:</b> Create a viral content plan</p>	<p><b>3</b></p>
<p><b>Session 19</b></p>	<p><b>Module 14: Earning Opportunities with Digital Marketing Skills</b></p> <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> <p><b>Exam:</b> Assessment covering key concepts and practicals</p>	<p><b>3</b></p>
<p><b>Session 20</b></p>	<p><b>Mentorship Session:</b></p> <p>A dedicated session with an industry expert to discuss career opportunities, real-world applications of digital marketing, and insights into the latest trends.</p>	<p><b>3</b></p>
	<p><b>Total Class Hours</b></p>	<p><b>60 hours</b></p>

