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MODULE 1: INTRODUCTION TO DIGITAL MARKETING

- ✓ What is Digital Marketing?
- ✓ Why Digital Marketing is so important or essential today?
- ✓ Difference between Digital Marketing and Traditional Marketing
- ✓ The scope of Digital Marketing in India
- ✓ Types of Digital Marketing

MODULE 2: WEBSITE ANALYSIS AND KEYWORD RESEARCH

- ✓ How to Choose Domain Name & Hosting?
- ✓ Where to Buy a Domain Name & Hosting?
- ✓ What are the best practices for designing a website?
- ✓ Website Analysis
- ✓ What is Keyword Research?
- ✓ How to do Keyword Research & select right Keywords?

MODULE 3: SEARCH ENGINE OPTIMIZATION (SEO)

- ✓ What is SEO?
- ✓ Types of SEO
- ✓ On-page SEO
- ✓ Off-page SEO
- ✓ Google Ranking Check
- ✓ How to do SEO Reporting?

MODULE 4: SEARCH ENGINE MARKETING (SEM)

- ✓ What is SEM?
- ✓ Intro to Google Ads?
- ✓ How to create & run Google...
Search Ads, Display Ads, Shopping Ads, Playstore Ads

MODULE 5: SOCIAL MEDIA OPTIMIZATION (SMO)

- ✓ What is SMO?
- ✓ List of Top Social Media Websites
- ✓ How to use Social Media Sites?

MODULE 6: SOCIAL MEDIA MARKETING (SMM)

- ✓ What is SMM?
- ✓ Facebook & Instagram Ads
- ✓ Twitter Ads
- ✓ LinkedIn Ads

MODULE 7: GOOGLE ANALYTICS TOOL

- ✓ What is Google Analytics?
- ✓ Google Analytics Setup
- ✓ How to use Google Analytics?
- ✓ Understanding dimensions & metrics
- ✓ Reporting and real-time reporting

MODULE 8: GOOGLE SEARCH CONSOLE TOOL

- ✓ What is Google Search Console?
- ✓ Google Search Console Setup
- ✓ How to use Google Search Console?

MODULE 9: EMAIL MARKETING

- ✓ What is Email Marketing?
- ✓ Tools for Email Marketing
- ✓ How to get Email Database?
- ✓ How to send mails using tools?

MODULE 10: LIVE PRACTICAL & INTERVIEW PREPARATION TECHNIQUES

- ✓ Live Practical on Realtime Projects
- ✓ How to prepare the Resume?
- ✓ Interview Preparations