



# Advanced Digital Marketing Curriculum

**#Major Coverage** - Website Creation & Management, Social Media Optimization, Search Engine Optimization, Google AdWords, Growth Hacking, Mobile Marketing, Lead Generation, Youtube & Video Marketing, Monetization in Digital Marketing, Free Tools and Extensions for SEO & SMO. Detailed Modules Given Below

**#Duration of Course** - 4 to 5 Months

**#Duration of Classes** - 1:30 - 2 Hours

## #Detailed Modules

- 1) Digital Marketing Fundamentals
- 2) Website Planning & Structure
- 3) Search Engine Optimization Fundamentals
- 4) Onsite & Offsite SEO Techniques
- 5) SEO Audit
- 6) SEO Reporting
- 7) Google Search Console / Webmaster
- 8) Social Media Optimization Fundamentals
- 9) Facebook Marketing For Business
- 10) Instagram Marketing & Pinterest Marketing For Business
- 11) Twitter Marketing For Business





- 12) LinkedIn Marketing
- 13) Blogger & Google Plus Marketing
- 14) Google AdWords Overview
- 15) Google Search Campaign
- 16) Google Display Campaign
- 17) Google Video Campaign
- 18) Google Shopping Campaign & Merchant Centre
- 19) Google Universal App Campaign
- 20) Google Remarketing Strategies
- 21) Google AdWords Best Practices and Tips
- 22) Google Business Listing
- 23) E-Commerce Marketing & Management
- 24) Youtube and Video Marketing
- 25) Email Marketing Techniques
- 26) Lead Generation & Marketing Automation
- 27) Affiliate Marketing Overview
- 28) Online Reputation Management
- 29) Content Marketing Techniques
- 30) AdSense and Monetization
- 31) Google Analytics Overview
- 32) Google Double Click Overview
- 33) Visual Designing Aspects Through Canva & Photoshop
- 34) How to Get Freelance Projects & Interview Preparation
- 35) Internship Live Project Management

