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**SESSION 2024 - 25**

**ISO Certified Training Center**  
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**सबसे ज्यादा DEMANDING कोर्स**

# **AFFORDABLE DIGITAL MARKETING COURSE**

**Badarpur  
New Delhi - 110044**

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[www.digitalexpertcorp.com](http://www.digitalexpertcorp.com)

# Digital Marketing Syllabus

## Module 1

### Fundamental of Digital Marketing

- What is Online Marketing/Digital Marketing?
- Importance of Digital Marketing
- How Online Marketing Works?
- Preface of Online Marketing.
- Significance of SEO
- Main Search Engine
- How Search Engine Works?

## Module 3

### On Page Optimization Technique in SEO

- Understanding On Page Optimization
- Site Analysis
- Keyword Analysis
- Meta Tag Development
- Optimizing SEO Content / Duplicate Contents
- Keyword Density
- Internal Linking
- Image Optimization and Management

## Module 5

### Search Engine Marketing SEM/PPC/AdWord

- Plan and Run Ad word campaign & Generate Leads
- Understanding Advertising Goals
- Keyword Research
- Creating Campaign, Ad Group & Optimization
- Bidding Strategy & Technique
- Campaign Reporting, Billing and Accounts
- Understanding PPC- Pay Per Click
- Understanding all types of Advertisement Strategy and Implement it Effectively

## Module 2

### Search Engine Optimization SEO

- What is SEO? Why SEO so important for Search Engine?
- Different types of Keyword
- Technique for 100+ Keyword Planning
- How Search Engine Works? Major Functions of Search Engine
- Types of Back links
- Google Trends & Insights
- Page Rank Checking and Planning

## Module 4

### Off Page Optimization Technique in SEO

- Directory Submission
- PPT / PDF Submission
- Google Map Creation
- Social Book Marking and Submission
- Article Submission
- Press Release & Forum Submission
- Classified Submission
- Business Local Listing
- Blog Commenting
- RSS Creation & Submission
- Understanding Google Tools like Google Analytics, Google Web Master, Google Adword

## Module 6

### Social Media Marketing with Facebook

- Creating Strong Profiles/ Pages / Groups
- Product Brand Promotion Activities
- Branding and Lead Generation
- Hash Tag Implementation and URL Submission
- Turning Facebook into Money Making Tools

# Digital Marketing Syllabus

## Module 7

### Social Media Marketing with Twitter

- 📍 Creating Strong Profiles
- 📍 Brand Promotion Activities
- 📍 Manage Twitter & Brand Awareness

## Module 9

### Affiliate Marketing for Passive Earning

- 📍 What is Affiliate Marketing?
- 📍 Product and Service Marketing
- 📍 Become an Affiliate Marketer for Assure Passive Earning
- 📍 How to Sell Products or Services through Other Website
- 📍 Understanding Affiliate Marketing and become registered affiliate marketer for Amazon/Flipkart/Snapdeal and other Agencies
- 📍 Start Passive earning from Affiliate Marketing
- 📍 Practical Knowledge about earning online by referrals

## Module 12

### Video Management

- 📍 Video Shooting
- 📍 Video Editing
- 📍 Voice Over for Videos
- 📍 Thumbnails Designing and Integration
- 📍 Image and Video Integration in Other Video
- 📍 Video Cropping, Join, Merge more than one video and finalizing Complete Video
- 📍 Starts Passive earning from YouTube

## Module 8

### Social Media Marketing with Instagram

- 📍 Creating Strong Profiles
- 📍 Product Brand Promotion Activities
- 📍 Branding and Lead Generation
- 📍 Hash Tag Implementation and URL Submission
- 📍 Turning Instagram into Money Making Tools

## Module 10

### Web Analytics and Traffic Management

- 📍 Setting up Goals and Tracking
- 📍 E commerce Tracking
- 📍 Traffic Tracking & Analysis
- 📍 Creating Funnels

## Module 11

### Email Marketing / Auto Mail Delivery

- 📍 Implementing effective email campaigns
- 📍 How to create a HTML Email
- 📍 Designing Principal for Email Newsletters
- 📍 Choosing the right Partners

## Module 13

### Video Marketing–Youtube Branding & Lead

- 📍 Video Creation
- 📍 Uploading and Managing Videos
- 📍 Optimizing Videos for Search Engine/ SEO for Videos
- 📍 Creating Channels & Promoting Videos
- 📍 Brand promotions through YouTube

# Digital Marketing Syllabus

## Module 14

### Blogging for Passive Earning

- Understanding Blog and Their benefits
- Creating Blog on WordPress/Blogger
- Designing Money oriented Blog
- Targeting the clients and grow blog
- Geo Targeting for Blog
- Keyword Planning and Implementation for Blog

## Module 15

### Fundamental of Ad sense for Passive Earning

- What is Ad sense ?
- Understand and Plan Ad sense for Your Own Website/Blog
- How to get approval for Google Ad sense
- Understand the rules for Blogging
- Placing Ads on your Blog/Website
- Learn to Earn Money through Ad sense

## Digital Expert Corporation

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