



DIGITAL MARKETING

1. Digital Marketing & WordPress Website Design
2. Visual Design for Marketing Using Canva
3. Search Engine Optimization (SEO)
4. Content Marketing & Copywriting
5. Google Ads – Search & Display Advertising
6. Social Media Marketing – FB & IG
7. Email Marketing & Automation
8. Google Analytics & Campaign Tracking
9. Capstone Project

Duration: 2 Months

MODULE 1 : Digital Marketing & WordPress Website Design

- What is Digital Marketing? Channels & Strategy
- Digital Marketing Funnel & Customer Journey
- Domain, Hosting, WordPress Setup, Themes, Plugins & Customization
- Page Creation, Widgets, Menus, Website Structure & Responsive Design
- Build a Personal Website (Blog/Business Portfolio)

MODULE 2 : Visual Design for Marketing Using Canva

- Introduction to Canva: Interface & Tools
- Creating Marketing Visuals: Posters, Ads, Email Headers
- Social Media Templates for Instagram & Facebook
- Branding with Canva: Fonts, Colors, Logo & Brand Kit
- Designing Infographics, Carousels & Exporting in Required Formats
- Assignment: Build a Branded Visual Campaign Set

MODULE 3 : Search Engine Optimization (SEO)

- How Search Engines Work, Keyword Research: Tools & Strategy
- On-Page SEO: Meta Tags, Headers, Content, URLs
- Off-Page SEO: Backlinks, Social Signals, Outreach & Technical SEO
- Tools: Google Search Console, Screaming Frog, Yoast
- Hands-on: Conduct an SEO Audit & Fix Issues

MODULE 4 : Content Marketing & Copywriting

- Content Strategy: Goals, Funnels, Formats, Blogging for SEO
- Copywriting Tools: Grammarly, Copy.ai., Content Calendar Planning & Strategy
- Writing CTAs, Hooks, Headlines, Assignment: Publish a SEO Blog with Internal Links



TOP 5 A.I TOOLS ALONG WITH COURSE CONTENT :



CHATGPT



COPY.AI



JASPER.AI



DALL-E



GRAMMARLY

MODULE 5 : Google Ads – Search & Display Advertising

- Google Ads Account & Campaign Setup, Search, Display & Video Campaign Types
- Ad Copywriting: Keywords, Match Types, Extensions
- Bidding Strategies: Manual, Smart, CPA, Conversion Tracking, CTR, CPC, ROAS
- Optimization: A/B Testing, Quality Score, Live Project: Launch a Google Ads Campaign

MODULE 6 : Social Media Marketing – Facebook & Instagram

- Facebook Business Suite & Page Setup, Instagram for Business: Profile, Content, Growth
- Creating Paid Ads on Meta: Audience Targeting
- Creative Formats: Image, Carousel, Reels, Video, Hashtag Strategy, Engagement Tactics
- Campaign Performance Review: Metrics & Insights, Assignment: Run a Meta Ad Campaign

MODULE 7 : Email Marketing & Automation

- Building & Segmenting Email Lists, Email Tools: Mailchimp, Brevo, etc.
- Creating Email Templates & Newsletters & Automation
- Writing Effective Subject Lines & CTAs, Performance Metrics: Open Rate, CTR, Bounce
- Launch a 3-Step Email Campaign

MODULE 8 : Google Analytics & Campaign Tracking

- Introduction to Google Analytics Overview, Key Metrics: Sessions, Conversions
- Source/Medium, Campaign Reports, Google Tag Manager Basics
- UTM Parameters for Campaign Attribution, Creating Custom Dashboards & Reports
- Hands-on: Monitor & Analyze a Real Campaign

MODULE 9 : Capstone Project

Designing a live WordPress website and execute a full-scale digital marketing campaign across SEO, Ads, Social Media, Email, and Analytics—building a complete job-ready portfolio.