



# Digital Marketing Course Syllabus

## Week 1: Digital Marketing Overview

- What is Digital Marketing and its importance
- Major channels: SEO, Google Ads, Social Media, Email Marketing
- Understanding target audience and buyer journey
- Marketing funnel: Awareness → Consideration → Conversion
- Key performance metrics (CTR, CPC, CPA, ROI)

## Week 2: Search Engine Optimization (SEO)

- Introduction to On-page, Off-page & Technical SEO
- Keyword Research Techniques
- Using SEO tools (Google Keyword Planner, Yoast SEO, Search Console)
- SEO-friendly content writing and link-building basics
- Tracking website performance through analytics

## Week 3: Google Ads

- Overview of Google Ads and types of campaigns (Search, Display, Video)
- Setting up a campaign, choosing keywords, and writing ad copy
- Understanding bidding strategies and budgeting
- Measuring ad performance using key metrics

## Week 4: Google Analytics & AdSense

- Introduction to Google Analytics 4 (GA4)
- Setting up tracking and understanding traffic sources
- Analyzing user behavior and conversion goals
- Introduction to Google AdSense and how to monetize a website

## Week 5: Facebook (Meta) Ads

- Overview of Facebook AdsManager
- Campaign objectives: Awareness, Engagement, Conversions • Audience creation and targeting (custom & lookalike audiences) • Ad creatives: Image, Video, and Carousel Ads • Pixel setup and remarketing basics

## Week 6: Affiliate Marketing

- What is Affiliate Marketing and how it works
- Major affiliate networks (Amazon, ClickBank, etc.) • Selecting profitable niches and products • Tracking links, commissions, and performance • Legal and ethical guidelines for affiliate promotions

## Week 7: Marketing Automation

- Introduction to marketing automation • Setting up automated workflows using Zapier • Automating lead capture, follow-ups, and email responses • Benefits of automation in improving marketing efficiency

## Week 8: AI in Digital Marketing

- How AI is transforming digital marketing • AI tools for copywriting, ad optimization, and SEO (ChatGPT, Jasper, SurferSEO) • Using AI for analytics insights and campaign personalization • Future trends of AI in marketing strategy



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