



DIGITAL MARKETING COURSE

Module 1 – Introduction to Digital Marketing

Basics of Digital Marketing

Online Marketing Types

Career Opportunities

Module 2 – Website & SEO

Domain, Hosting & Website Basics

Keyword Research

On-Page & Off-Page SEO

Google Search Console

Module 3 – Social Media Marketing

Facebook, Instagram & LinkedIn
Marketing

Page Setup & Content Strategy

Paid Ads Basics



Module 4 – Google Ads

- Search & Display Campaigns
 - Ad Creation & Budgeting
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Module 5 – Content & Email Marketing

- Content Writing Basics
 - Email Campaign Setup
 - Lead Generation
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Module 6 – Analytics & Tools

- Google Analytics
 - Website Traffic Reports
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Module 7 – Live Project & Portfolio

- Real Business Project
 - Resume & Interview Preparation
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Duration: 3–4 Months

Career: Digital Marketer, SEO Executive, Social Media Manager