Module 1: Marketing Basics

1. What Marketing?
2. 4P's of Marketing.
3. Types of Online Business and their Objectives.
4. Difference between Leads & Sales.
5. Definitions of Branding, Marketing, Advertising, Promotions and Sales.
6. Market Segmentation, Targeting and Positioning.(STP)
7. Real World Case Studies & Examples.

Module 2: Introduction to Digital Marketing

8. What is Digital Marketing?
9. Types of Digital Marketing
10. Digital Marketing Vs Traditional Marketing
11. Traditional Marketing Funnel
12. Digital Marketing Funnel
13. What are Impressions?
14. Brand/Product Visibility
15. What is CTR & How is it calculated?
16. What is Traffic?
17. Types of Traffic based on source
18. Types of Traffic based on Audience
19. Difference between targeted traffic & non-targeted traffic
20. What is the bouncerate? How to decrease bouncerate?
21. Tips to increase visitor engagement
22. How to convert Traffic into Leads or Sales.

Module 3: Earning Money Online

23. Different ways to earn money online from websites.
24. Different ways to earn money online using videos.
25. What is Google Adsense?
26. How to get your website approved for Google Adsense
27. Earning money from Adsense.
28. How to earn money by Making Videos and uploading them on Youtube
29. YouTube Adsense and tricks to get get your channel monetised
30. Other monetisation methods on Youtube
31. Earning money from Youtube even before Monetization
32. Earning Money From Affiliate Marketing
33. Step by Step process on how to earn money from Affiliate Networks.
34. More ways to monetise video content online-Skill Share, Udemy & More.

Module 4: World of Web & Importance of website in Digital Marketing

35.   What is a web Browser? & types of browsers

36.   Difference between browsers and Search Engines.

37.   What is a web page?

38.   What is a website?

39.   What do you need to create a website?

40.   What are Domain names?

41.   What are Domain extensions?

42.   How to choose a domain name for your website?

43.   How to buy a domain name?

44.   What is a hosting space/server?

45.   Different types of hostings

46.   Which type of hosting to buy?

47.   How to choose the best hosting provider?

48.   Buying Hosting online.

Module 5:   Website Creation with Wordpress

49.   What is CMS?

50.   Why WordPress?

51.   How to install wordpress on Server?

52.   WordPressDashboardBrief

53.   What are Pages?

54.   What are Posts?

55.   Difference between pages and posts?

56.   How to create a Page and a Post?

57.   What are categories?

58.   How to create categories?

59.   Creating menus in WordPress

60.   What is a Theme and Its Importance

61.   How to install a theme and activate it?

62.   How to choose the Right Theme for your website?

63.   What are Plugins? and their Importance

64.   Page Builder plugins for designing custom pages

65.   How to design a home page?

66.   How to create a blog?

67.   How to create Contact forms and registration forms on your website?

68.   How to Change URL structure for SEO purpose.

69.   How to handle your website security?

70.   Adding Live chat options to your website

71.   List of very important plugins that are must for a website

Search Engine Intellect - Digital Marketing Course Curriculum

www.searchengineintellect.com   +91 87919 66337 +91 8077953248   hello@searchengineintellect.com

Module 6: Introduction to SEO

72.   What is SEO?

73.   Different types of SEO

74.   What are the advantages of SEO?

75.   Disadvantages of SEO

76.   What is SERP?

77.   Understand Search Results

78.   How does Google work in the backend?

79.   What is Crawling?

80.   What is Indexing?

81.   Rank Math Algorithm and importance of relevance

82.   What is Google Sandbox?

83.   Does Google Sandbox Exist?

84.   Google Algorithm updates.

85.   Special note on Panda, Penguin, Hummingbird updates.

86.   Step by Step process on how to do SEO for a new website

Module 7:   Keyword Research

87.   What are Keywords?

88.   Different types of Keywords for SEO purposes.

89.   Differentiating keywords based on user intentions.

90.   What is the search volume? and its importance.

91.   What are LSI keywords?

92.   What are intent defining keywords

93.   Difference between money making keywords and informational keywords

94.   How to get new keyword Ideas

95.   Tools to use for more keyword ideas

96.   How to find search volume and tools to use?

97.   Keywords Research Process

98.   How to find profitable keywords for your business?

99.   How to analyse the difficulty of keywords?

100.   Howtoanalysecompetitorkeywords?

101.   Decidingonkeywordstotarget.

102.   Howtocreatestrategiesonhowtooutrankyourcompetitors?

Module 8:   Content Writing

103.   Generating content ideas

104.   Forming a content framework/blueprint

105.   Planning content based on competitors - Manual Methods & using tools

106.   How to generate content using **AI - Chat GPT & Google Bard**

107.   How to create images using Canva?

108.   How to create AI images using canva?

109.   Essential elements that your content should contain.

110.   How to proofread or check the content for grammatical errors

111.   What is Plagiarism?

112.   How to check the plagiarism of the content.

113.   Best practices in content writing

Module 9:   On- Page Optimization

114.   Fundamental ON Page Factors.

115.   How to write SEO optimized titles for your web Page/Post.

116.   How to write an attractive description to get more clicks.

117.   Best practices in writing page/post URLs to rank better

118.   How to optimise the different types of Headings

119.   The core content optimisation principles.

120.   How to use LSI keywords, synonyms and intent words for better rankings

121.   Structuring your web page and prioritising content for SEO

122.   How to optimize Images on the website for image rankings.

123.   Importance of image file name, Image Alt tag and its size.

124.   Optimising content for visual search appearance

125.   Importance of questioning words & FAQs on your page/post.

126.   Importance of videos and optimising videos on the page/post.

127.   How proper internal linking can boost SEO ranking?

128.   How to plan External links in a web page?

129.   How to use SEO tools to cross check the on page factors implementation.

Module 10:   TechnicalSEO

130.   Basics of Technical SEO

131.   Website Structure & navigation optimisation for SEO

132.   Robots.txt creation

133.   Sitemap.xml creation.

134.   Impact of Page Speed on SEO

135.   Core web vitals and their importance

136.   Using GTMetrix & Lighthouse for speed reports.

137.   Importance of UX Signals for SEO

138.   HTTPS & Website Security

139.   Tracking and fixing broken links

140.   Custom 404 page

141.   Importance of mobile responsiveness & mobile compatibility.

142.   Touch friendly factors to boost UX and site rankings.

143.   Favicon

Module 11:   Advanced SEO Techniques

144.   What are rich snippets?

145.   Different types of rich snippets.

---

146.   How to optimize content for different types of featured snippets.

147.   How to create site link snippet

148.   how to create product, rating, review snippets

149.   FAQ Snippets and their benefits

150.   Importance structured data tables on web pages/posts.

151.   Other types of snippets and their optimisation techniques

Module 12:   Off Page Optimization

152.   What is OFF Page SEO?

153.   Difference between ON Page and OFF Page

154.   Why is OFF Page SEO important?

155.   Backlinks and their importance

156.   What are backlinks

157.   Types of backlinks

158.   Do.s & Don'ts in Link Building

159.   Importance of Anchor text in link building

160.   What is domain authority?

161.   How to check a website's domain authority?

162.   How to increase a website's domain authority?

163.   What is spam score

164.   How to check for your websites spam score

165.   Getting High quality Backlinks

166.   Email marketing for backlinks

167.   Link Building strategies

168.   Advanced techniques in Link building

169.   Monitoring Link Profile of your website

170.   Maintaining Link health to avoid penalties

171.   Process to remove spam links using disavowing tool

172.   EAT & their value

Module 13:   Local SEO - Location Based SEO

173.   Basics of Local SEO

174.   The Map Pack – Understanding the local seo results.

175.   Keyword Research for Local SEO

176.   Create a listing on Google My Business (GMB)

177.   Key optimisation factors in GMB

178.   Product listing, Services listing in GMB

179.   GMB website builder tool.

180.   Importance of images optimisation and posts in GMB

181.   What are NAP Citations

182.   Importance of citations in Local SEO

183.   Key local SEO Ranking factors

184.   Importance of Social Presence & check-in's for local seo

185.   Importance of Online reputation Management for Local SEO.

Module 14:   Google Search Console (Former Webmaster Tools)

186. What is Google Search Console?

187. Importance and uses of Google Search Console (GSC)

188. How to integrate your website with GSC?

189. Different types of website verification methods?

190. Analysing keywords, their positions and CTR's

191. Comparing results over time of different keywords

192. Filtering keyword analysis over countries, devices and more.

193. Check for indexability

194. How to request for page indexing

195. How to check for snippets and errors.

196. Fixing crawl errors.

197. Monitor and fix mobile responsive errors.

198. How to use GSC for more keyword opportunities and ideas.

Module 15:   SEO BONUS MODULE

199. How to earn money from SEO - 3 Case Studies

200. New website SEO step by step process

201. SEO Optimisation checklist

202. Creating SEO Performance reports

203. SEO Site Audits

204. SEO Interview Questions

205. Free SEO tools list

206. Paid SEO tool exposure

207. SEO Ebook & Material

Module 16:   Search Engine Marketing / Google Ads (Formerly Adwords)

208. What is SEM?

209. Difference between SEO & SEM?

210. Inorganic Search Results

211. Introduction to Google Ads & PPC Advertising

212. Types of Google Ads Account - Express Account & Expert Account

213. Setting up a Google Ads Account

214. Google Ads Dashboard overview & Walkthrough

215. Types of networks in Google Ads

216. What is a Campaign & Different types of campaigns

217. Types of Ads in Google Ads

218. Text Ads Overview

219. Different types of text ad extensions.

220. Do's and Don'ts in text Ads - Text Ads Approval Policies

221. Types Of Video Ads & Overview of Video Ads

222. Google Ads Account Structure

223. Types of cost models in Google Ads

224. Different types of keywords in Google Ads.

225.   How Google Ads define Ad positions - Overview of Quality Score & Ad Rank

226.   Factors that influence Quality Score.

227.   How to increase your Ads Quality score.

228.   Creating High Quality Landing pages

229.   How does Google Auction/bidding Work

230.   Different types of bidding strategies

231.   Campaign Terminology, Important Terms & Formulas

232.   What is Conversion? Types of conversions

233.   How to set up different types of conversion Tracking?

234.   Using Google Keyword Planner for Keyword research

235.   Getting your budgets right for a campaign

236.   How to launch a search campaign

237.   Choosing Campaign objective, Campaign and Ad Types.

238.   Naming a Campaign

239.   Choosing a network

240.   Choosing Target audience – Language targeting, Location Targeting, Demographics, **Retargeting**, interest based targeting

241.   Creating Ad Groups.

242.   Creating Ad Copies.

243.   Types of Display Ads

244.   Launching a display campaign

245.   Launching a video campaign

246.   Ad optimisation score and tips to improve

247.   Google Ads Reports & Insights

248.   Google Ads Audience Manager

249.   Creating **data Segments** for retargeting

250.   Billing Setting & Payment terms in Google Ads

251.   Google Ads Material, case Studies, Interview Questions & Mock Interviews.

Module 17:   Google Tag Manager (GTM)

252.   What is Google Tag Manager?

253.   Benefits of Google Tag Manager

254.   Integrating the Website with Google Tag Manager

255.   Creating container in a Google tag Manager

256.   What are Tags

257.   What are Variables

258.   What are triggers

259.   Creating a Tag in GTM

260.   Types of Triggers in GTM

261.   How to configure triggers in GTM

262.   ConversionTrackingUsingGTM

263.   Event tracking using GTM

Module 18:   Google Analytics 4 (GA4)

264.   What is Google Analytics 4 ?

265.   How do Google Analytics work 4 ?

266.   What is a Data Stream?

267.   Integrating your website with Google Analytics 4

268.   Tracking Real time data with Google Analytics 4

269.   Analysing website traffic Sources/Channels

270.   Analysing Audience Demographics

271.   Analysing traffic Behavioural flow

272.   Analysing traffic location & Languages

273.   Goals and Conversions

274.   How to set up Goals?

275.   Types of Goals

276.   How to Integrate Google Ads & Analytics 4 ?

277.   How to set up Filters?

278.   How to generate custom reports in Google Analytics 4

Social Media Optimisation (SMO) & Social Media Marketing (SMM)

Module19: IntroductiontoSocialMedia &Facebook

279.   Social Media and Its Importance in Digital Marketing.

280.   SMM Vs SMO.

281.   Facebook for Personal Account and Its Elements.

282.   Creating a post.

283.   Creating a Facebook business Page

284.   Customizing Facebook page

285.   Types of Posts.

286.   Hashtags and its advantages.

287.   Increasing Facebook followers organically

288.   Page management options.

289.   Facebook Events creation.

290.   Facebook Groups & Types of Groups.

291.   Creating a facebook group

292.   Generating Leads from facebook groups

293.   Community building & engagement using Fb Groups

294.   Importance and Advantages of running a community on Facebook.

Module 20:   Facebook Advertising

295.   Introduction to Facebook Ads.

296.   Difference between Facebook Ads & Google Ads.

297.   Understanding facebook's ads account structure.

298.   Understanding Campaign Structure and their objectives.

299.   Running Different types of campaigns on Facebook

300.   Different types of targeting on Facebook

301.   Age, Gender, Location, Behaviour, interest and other demographics

302.   Types of Audiences - Custom, Saved, Lookalike.

303.   Optimising and Spending controls

304.   Ad Copy Creation techniques & Types

305.   Ad Creatives design & Types

306.   Creating and Setting up Pixel

307.   Custom Conversion tracking

308.   Audience Retargeting

309.   Remarketing with Custom Audience

310.   Remarketing with Lookalike Audience

311.   Creating a campaign with look alike audience

312.   Metrics & Optimisations.

313.   How to handle negative comments on Facebook Ads

314.   Scaling Facebook Ads

315.   How to work as Freelancer running facebook Ads for clients

Module 21:   Instagram Marketing

316.   Introduction to Instagram

317.   Switching Instagram personal account to Business Account

318.   How to optimize instagram profile

319.   Instagram account growth secrets

320.   Instagram content creation ideas, tips & tricks

321.   Instagram Hashtags

322.   Instagram tags, Geo Tag & Mentions

323.   Introduction to Instagram Reels

324.   Instagram Reels Algorithm explained

325.   Instagram Reels Features & Strategies

326.   Introduction to Instagram Posts

327.   Instagram posts Algorithm explained

328.   Instagram Posts Templates & Strategies

329.   Instagram Stories & their importance

330.   Instagram stories & Strategies

331.   Instagram Highlights Icons & Strategies

332.   Instagram Analytics & Insights

Module 22:   LinkedIn Marketing

333.   Introduction to Linkedin.

334.   Facebook vs LinkedIn

335.   LinkedIn Profile Creation.

336.   Optimizing the profile. - Profile & Cover pictures, Designation - Headline

337.   Importance of adding work experience to your profile

338.   Importance of adding Projects & tagging team-mates to the projects

339.   Skills and Endorsements.

340.   Taking skill tests in LinkedIn

341. Recommendations on LinkedIn.

342. Adding new connections.

343. LinkedIn Posts.

344. LinkedIn Groups.

345. Writing Articles on LinkedIn

346. Finding Jobs on LinkedIn.

347. Creating a business page on LinkedIn.

348. Linkedin business page customization.

349. LinkedIn Page Posts.

350. Retargeting Profile Views

351. Retargeting in Linkedin Marketing

352. Leads Generation in LinkedIn

353. Types of Ads in Linkedin

354. Different types of campaigns and objectives

355. Audience Targeting

356. AdFormats & Placements

357. Budget & Scheduling

358. Conversion Tracking

359. LinkedIn Audience Network

360. Lookalike Audience

361. Custom Audience

Module 23: YouTubeMarketing

362. YouTube Introduction.

363. Creating a Channel on YouTube.

364. Different types of Videos.

365. How to create different types of videos

366. Screen Recording Tools

367. Video Making Tools

368. Video Editing tools

369. How to Upload Videos to Youtube

370. YouTube SEO Ranking Factors

371. keyword Research for YouTube

372. YouTube Title, description, Tags optimisation

373. How to design attractive thumbnails

374. End Screens & cards

375. How to use Playlists.

376. YouTube SEO Tools for Ranking

377. Understanding Copyrights and Spam.

378. Making Money From YouTube

379. YouTube Adsense Monetisation Tricks & Tips

380. YouTube Partner Program YPP approval

381. Revenue sources other than Adsense

382. YouTube Creator Studio Dashboard.

383. YouTube Analytics.

384. YouTube comment moderation.

385. YouTube channel Suspension, Policy Violation rules.

Module24: AffiliateMarketing

386. Introduction to Affiliate Marketing.

387. How Affiliate Marketing Works?

388. Earning Money from Affiliate Marketing.

389. Affiliate Marketing Networks.

390. Affiliate Marketing Niches research

391. Amazon Affiliate Network - Physical Products - India & US

392. Impact Affiliate Network - Digital Products & Services

393. Other Popular Affiliate Networks - Click bank, JVZoo, Commission Junction

394. Affiliate Marketing execution & Tips

395. Affiliate Marketing Tools.

396. Best proven strategies to make money from Affiliate Marketing.

397. Live Case Studies.

Module 25:   Email Marketing

398. What is Email Marketing?

399. Advantages of Email Marketing.

400. Types of Email Marketing

401. Difference between Bulk mailing and List building

402. Best tools for Email Marketing - Brevo, Mail Chimp, Pabbly Email Marketing

403. Lead generation for List Building

404. Auto-Responders Mails.

405. Designing Newsletters.

406. Creating Mailing sequences

407. Mail Blast

408. Email Automations on conditional basis

409. Generating sales from Email Marketing - Product sales, Affiliate Sales.

410. Avoiding spam folders - Double Option.

411. Writing Subject lines for high CTR

412. Reports, Metrics and Analysis.

Module26: WhatsAppMarketing

413. What is Whatsapp marketing

414. Advantages & Importance of Whatsapp Marketing

415. Why is Whatsapp marketing so effective

416. How to do Whatsapp marketing

417. Bulk Whatsapp Marketing Tools

418. Send Messages to Unsaved contacts

419. Writing Attractive Copies for Whatsapp marketing.

420. Whatsapp API for whatsapp automations
421. WhatsApp chatbots
422. Best Practice in Whatsapp Marketing

Module 27:   Freelancing

423. Best Freelancing sites.
424. Creating a profile in Freelancing websites.
425. Applying for work on freelancing websites.
426. Tips for getting projects on Freelancing websites.
427. Establishing a Network to get freelancing projects.
428. Getting Freelance Projects through Social Media
429. Writing professional email to clients.

Module 28:   Entrepreneurship

430. Basics of Entrepreneurship
431. Finding & testing a Business Idea
432. Entrepreneurship Foundations
433. Creating a business Plan
434. Raising Funds for Startup
435. Types of Companies in INDIA
436. Payment Gateways India & Foreign

Module 29:   Tools Covered

437. Chat GPT Google Bard Elementor/Kadence Uber Suggest Pro -
438. SEO WriterZen SEM Rush Woo Rank Grammarly Frase - SEO
439. Content Research and content generation Labrika - SEO Audit Tool
440. Screpy Canva Publer VidIQ & Tube Buddy - Video Marketing Brevo,
441. Mail Chimp, Pabbly Email Marketing Google Keyword planner
442. Google Search Console Google My Business Google Analytics 4
443. For SEO Writing - WriterZen, Quillbot, Grammarly, WordAI
444. For SEO Audit Report - Seobility, SpyFu, Semscoop, Woorank
445. For Graphic Designing - Envato Elements, Freepik, Canva
446.
447.
448.
449.
450.
451.
452.
453.
454.
455.

456.   Google Tag Manager

457.   Pabbly Connect - Automations

458.   Microsoft Clarity - User Behaviour

459.   Loom - Screen Recorders

460.   WebSignals - Online Reputation Management

461.   Branalyzer

Module 30:   Resources

462.   Notes/Material - Ebook

463.   Interview Questions pdf

464.   Sample Resumes

465.   List of the websites to follow for updates

466.   List of Websites for SEO Backlinks

467.   Checklists & templates for various SOPs

468.   Private Whatsapp groups for Discussion

469.

470.

Module 31:   Certifications

471.   Google Ads Search Certification

472.   Google Ads Display Certification

473.   Google Ads Video certification Google

474.   Ads Measurement certification

475.   Hubspot Certifications SEI Course

476.   completion certificate

477.   SEI Internship Certificate