

## **DIGITAL MARKETING (Powered with AI)**

### (WITH HTML & WORDPRESS)

#### **MODULE 1: HTML (Web Page Design Basics)**

- HTML tags, Attributes, Headings, Block and Inline elements
- HTML List, Images, Marquee, Hyperlink, Table, Forms, Frames etc

#### **MODULE 2: WORDPRESS (Content Management System)**

- Wordpress Plugins, Hooks, Action and filters, Pluggable Function, Template, Tags
- Widgets- Creation, Customization, registering, Enabling Widgets, Widgets Subpanel
- Admin Interface- Admin Dashboard API, Editing Pages, Using jQuery and AJAX for Admin
- Creating new Tables, Registering and Promoting Plugins, Understanding Security issues
- **Creating a Simple Website for your Business/Work Using Html & WordPress**

#### **MODULE 3: DIGITAL MARKETING (Powered with AI)**

##### **MODULE 3.1 : BASICS OF DIGITAL MARKETING**

- Introduction to Online Digital Marketing, Importance Of Digital Marketing
- How does **Internet Marketing** work?
- Traditional vs. Digital Marketing
- Significance of Online Marketing In Real World
- Increasing Visibility, Visitors' Engagement,
- Bringing Targeted Traffic, **Lead Generation**
- Converting Leads, Performance Evaluation

##### **MODULE 3.2: ANALYSIS AND KEYWORD RESEARCH**

- Market Research, Keyword Research And Analysis
- **Types of Keywords**, tools used for Keyword Research
- Localized Keyword Research, Choosing right keywords to the project
- Competitor Website Analysis

##### **MODULE 3.3: SEARCH ENGINE OPTIMIZATION (SEO)**

- Introduction to Search Engine Optimization (**SEO**)
- How do Search Engine work? SEO Fundamentals & Concepts
- *Understanding the SERP, Google Processing*
- *Establishing GMB page*

##### **MODULE 3.4: ON PAGE OPTIMIZATION**

- **Domain & Hosting** Selection
- Meta Data Optimization, **URL Optimization**
- Internal Linking, 301 Redirection, 404 Error Pages
- Canonical Implementation, H1, H2, H3 Tags Optimization
- Image Optimization, Optimize SEO Content
- Check for Copy scape Content, Landing Page Optimization
- No-Follow and Do-Follow, **Indexing and Caching**
- Creating XML Sitemap, Creating **Robot.txt**, SEO Tools and Online Software

## MODULE 3.5: OFF PAGE OPTIMIZATION

- **Link Building** Tips & Techniques
- Difference Between White Hat and Black Hat SEO
- Alexa Rank, Domain, Authority, Backlinks
- Do's & Don'ts In Link Building, Link Acquisition Techniques
- Directory Submission, Social Bookmarking Submission, Forum Submission
- Search Engine Submission, Web 2.0 Submission, Article Submission, PPT Submission
- PDF Submission, Classified Submission, **Business Listing**, **Blog Commenting**
- Quora Answers, Image submission, Classified submission

## MODULE 3.6: SEO UPDATES AND ANALYSIS

- How to recover your Website from Google Penalties
- Webmaster and Analytics Tools, Competitor Website Analysis and Backlinks Building
- SEO Tools for Website Analysis and Optimization,
- Backlinks Tracking, Monitoring, and Reporting
- Working with Google Search Console
- Understanding Google Analytics

## MODULE 3.7: LOCAL BUSINESS & LISTING

- Local Business Listing – Optimizing your Local Search Listings to bring new customers Right to your Business
- Creating local listing in search engine
- Google places setup (including images, videos, map, etc.)
- **Placing web site on first page of google search**
- Lean to make free online business profile page
- How to make monthly basis search engine visibility reports
- Verification of listing, **Google reviews**

## MODULE 3.8 E-Commerce in Digital Marketing

- Understanding Various E-Commerce Platforms
  - Amazon, Flipkart, Meesho, Myntra etc
- Product Management
  - Strategies for sourcing
  - Selecting Product
  - Pricing
  - Categorizing Products
  - Online Sale
- Social Media Shop
  - Setting up shop on social media
  - Learn how to tag products from social media
- An Intro to Search Engine Optimization (SEO)
- Product Management guide for SEO

## MODULE 3.9: GOOGLE ADWORDS OR PAY PER CLICK MARKETING (SEM)

- **Google AdWords** (SEM), Introduction to Online Advertising and AdWords
- AdWords Account and Campaign Basics, AdWords Targeting and Placement
- AdWords Bidding and Budgeting, AdWords Tools
- PPC Basic, Opportunities, Optimizing Performance
- Ads type, Bidding Strategies, Search Network, Display Network
- Shopping Ads, Video Ads, Universal App Ads, Tracking Script, Remarketing
- Performance Monitoring and Conversion Tracking, Reports

### **MODULE 3.10: SOCIAL MEDIA OPTIMIZATION (SMO)**

- Social Media Optimization (**SMO**), Introduction to Social Media Networks
- Types of Social Media Websites, Social Media Optimization Concepts
- **Facebook Page, Google+, LinkedIn, YouTube, Pinterest, Instagram Optimization**
- Hashtags And Mentions, Image Optimization and Networking
- Micro Blogs for Businesses, Report Generation

### **MODULE 3.11: SOCIAL MEDIA MARKETING (SMM)**

- **Instagram & Facebook Marketing**
- Fan Page vs Profile vs Group, Creating Facebook Page for Business
- Increasing Fans and Doing Marketing, Connecting Apps to Fan Pages
- Instagram & Facebook Analytics, Data-Based Management and Lead Generation
- Facebook Advertising and Its Types in Detail, Creating Advertising Campaigns
- Payment Modes, **CPC vs CPM vs CPA**
- Conversion Tracking, Power Editor Tool for Advertising
- Introduction to Twitter, Twitter Optimization, Creating Strong Profiles on Twitter
- Followers, Retweets, Clicks, Conversions, Hashtags, Brand Promotion and Activities
- App Installs and Engagement, Case Studies, Conversion Tracking and Reporting
- What is LinkedIn? **LinkedIn Optimization**
- Individual Profile vs. Company Profile
- **Database Management and Lead Generation**
- Branding on LinkedIn, Marketing on LinkedIn Groups, LinkedIn Advertising
- Increasing ROI Through LinkedIn Ads
- Conversion Tracking and Reporting
- **YouTube Optimization, Channel Creation, In Display Ads**
- Video App Install Promotion, Video Shopping Promotion
- Google Plus, Features, Google Plus for Businesses
- Tools & Techniques, Google + 1

### **MODULE 3.11: WEB ANALYTICS**

- Getting Started with **Google Analytics**, Navigating Google Analytics
- Traffic Sources, Content, Visitors
- Goals & Ecommerce, Actionable Insights And The Big Picture
- **Live Data**, Demographics, **Google Webmaster Tools**
- Adding Site and Verification, Setting Geo Target Location
- Search Queries Analysis, Filtering Search Queries
- External Links Report, Crawls Stats and Errors, Sitemaps, Txt and Links Removal,
- Html Suggestions, URL Parameters (Dynamic Sites Only)

### **MODULE 3.12: WEBMASTER TOOLS**

- Adding site and verification, Setting Geo-target location

#### **Multiple Certifications**

- Google
- Meta
- Hubspot

- Search queries analysis, Filtering search queries
- External Links report, Crawls stats and Errors
- Sitemaps, txt and Links Removal
- HTML Suggestions, URL parameters (Dynamic Sites only)

### MODULE 3.13: MOBILE MARKETING

- Importance of Mobile Marketing in Current Scenario
- Fundamentals of Mobile Marketing, Forms of Mobile Marketing
- Geo-Targeting Campaigns for Mobile Users
- Measuring and Managing Campaign, App & Web – Mobile Advertising,
- **Content Marketing**, Mobile Targeting and Segmentation

### MODULE 3.14: VIDEO MARKETING

- Understanding Video Campaigns, Developing YouTube Marketing Strategies
- **YouTube Marketing** (Video Ads), Using YouTube for Businesses
- Types of YouTube Ads, In-Display and In-Stream Ads
- Video Ad Groups, Targeting Options, Understanding Bid Strategies
- Bringing Visitors to your Website via YouTube Videos

### MODULE 3.16: EMAIL MARKETING

- Using Bulk Email Service to Boost Your Business
- How to compose a lead generating mail.
- Analyze audience behaviour

➤ LIVE PRACTICALS

### MODULE 3.17: SMS MARKETING

- Using Bulk SMS Service To Boost Your Business

➤ LIVE PROJECT WORK

### MODULE 3.18: CONTENT CREATION

- How to choose trending content.

### MODULE 3.19: MEME MARKETING

### MODULE 3.20: Creating visual content for Social Media using **Canva**

### **MODULE 3.21: Use of AI in Digital Marketing** (Tools: ChatGPT, Ubersuggest, Gemini, etc)

- Prompt Engineering, Content Creation, Presentation
- Dashboard Creation, Report Generation, Competitor Analysis

### MODULE 3.21: INTERVIEW PREPARATION

- ✓ **CAREER OPTIONS:** *WEB CONTENT MANAGER, E-COMMERCE SPECIALIST, SOCIAL MEDIA MARKETER, SEARCH ENGINE SPECIALIST etc.*

➤ DURATION: 5-6 MONTHS X 1.5- 2 Hrs.  
(ALTERNATE DAYS)

**ADD: PLOT No. 8, VAISHALI ENCLAVE, METRO ROAD, PITAMPURA, DELHI-110034  
(NEAR GULAB SWEETS , OPP: METRO PILLAR NO. 350)**

**Website: [www.niceitservices.com](http://www.niceitservices.com) Ph: 9873459848, 7838152268**