

Digital Marketing Course Details

Week 1-2: Introduction to Digital Marketing & Website Basics

- Day 1-2: Introduction to Digital Marketing - Overview, Importance, and Trends
- Day 3-4: Understanding Websites - Domain, Hosting, CMS
- Day 5-7: Building a Basic Website using WordPress (Practical)

Week 2-3: Search Engine Optimization (SEO)

- Day 8-9: SEO Fundamentals - On-Page SEO
- Day 10-11: SEO Fundamentals - Off-Page SEO
- Day 12-14: Technical SEO and SEO Tools (Practical)

Week 3-4: Content Marketing

- Day 15-16: Content Marketing Strategy
- Day 17-18: Blogging, Video Content, and Content Distribution
- Day 19-21: Content Creation & Marketing Tools (Practical)

Week 4-5: Google Ads

- Day 22-23: Introduction to Google Ads - PPC Fundamentals
- Day 24-25: Creating Effective Google Search Campaigns
- Day 26-28: Google Display and Video Ads (Practical)

Week 5-6: Social Media Marketing

- Day 29-30: Social Media Strategy - Platforms Overview
- Day 31-32: Creating Engaging Social Media Content
- Day 33-35: Social Media Advertising (Facebook, Instagram) (Practical)

Week 6: Email Marketing

- Day 36-37: Email Marketing Fundamentals
- Day 38-39: Crafting Effective Email Campaigns
- Day 40: Email Marketing Tools and Analytics (Practical)

Week 6-7: Analytics and Conversion Optimization

- Day 41-42: Introduction to Google Analytics

- **Day 43:** Using Analytics for Website Insights (Practical)
- **Day 44:** Conversion Rate Optimization (CRO) Techniques
- **Day 45:** Wrap-up, Q&A, and Future Learning Pathways

Additional Notes:

- Each day's session should be a mix of theory and practical examples.
- Encourage assignments or projects for hands-on experience.
- Weekly Q&A sessions for clearing doubts.
- Include case studies for better understanding.