

Digital Marketing Course Module

2021

Mentor Information:

Mentor

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Courses Information:

1. Search engine optimization (SEO)		- 18 Class
• On Page SEO & Technical	- 11 Class	
• Off Page SEO & Other	- 07 Class	
2. Social Media Marketing (SMM)		- 08 Class
3. Search Engine Marketing		- 05 Class
3. Freelancing Guide - Marketplace		- 05 Class

Overview:

In simple terms, digital marketing is the promotion of products or brands via one or more forms of electronic media. Digital marketing is often referred to as online marketing, internet marketing or web marketing.

Course Objectives:

Digital marketing objectives should be SMART (Specific, Measurable, Achievable, Relevant and Time Related); and you should benchmark against your competitors to ensure that you are more effective.

Pre-requisite / Target Audience:

- ✦ No prior knowledge about marketing or digital marketing is required
- ✦ Basic knowledge need to Speak and write English
- ✦ Have broadband internet access
- ✦ Have basic PC skills and online access ✦ Be fully committed to Squared!

Course Schedule:

Class	Topic	Exercises
Search Engine Optimization (SEO)		
Class 01	Digital Marketing Overview (Orientation Class)	<ul style="list-style-type: none">• What is Digital Marketing?• Why Digital Marketing?• Traditional Vs. Digital Marketing• Digital Marketing Components.• Career in Digital Marketing.
Class 02	Introducing to SEO	<ul style="list-style-type: none">• What is Search Engine Optimization (SEO)?• Basic Search operators.• Why does my website need SEO?• SEO Glossary• Niche Research & Selection• Career with SEO. <p>Assignment: SEO Glossary & Niche Research & Selection</p>
Class 03	Keyword Research Part -01	<ul style="list-style-type: none">• What is Keyword research?• Why is keyword research important?• Keyword Types.• Using Google Keyword Planner, Google Trends & necessary tools for keyword research.• And Keyword Analysis.• Keyword selection, Keyword finalization <p>Assignment: Assignment Provide</p>

Class 04	Keyword Research Part -02	<ul style="list-style-type: none"> • Keyword selection, Keyword finalization by using different Tools. • Discusses about LSI keywords, Longtail Keyword & Seed Keywords • Keyword Golden Ratio. <p><u>Assignment:</u> Keyword Research</p>
Class 05	Competitor Analysis Part-01	<ul style="list-style-type: none"> • Introduction to Competitor Analysis • Competitor General Analysis • How to find actual Competitor <p><u>Assignment:</u> Assignment Provide</p>
Class 06	Competitor Analysis Part-02	<ul style="list-style-type: none"> • Competitor's Back link Analysis. • Competitor's Ranking Forecasting. • Analyzing competitor's strength & weak points. • Competitor analysis Assignment evaluation. • Quiz on Previous SEO Class <p><u>Assignment:</u> Assignment Provide</p>
Class 07	Website Audit	<ul style="list-style-type: none"> • Website Manual Audit • Website Technical Audit using Tool • Website Content Audit using free Tool • SEO Setup Guideline Prepare based on Audit <p><u>Assignment:</u> Website Audit Result</p>
Class 08	WordPress introduction	<ul style="list-style-type: none"> • Domain hosting ideas. • WordPress installation. • Dashboard introduction. • General settings. • Theme installation. • Plug-in configuration. • Fixing Accidental Duplicate Content Issues. • Robots.txt set up. • Site-map creation & configuration. <p><u>Assignment:</u> WordPress Site installation & all settings configuration.</p>

Class 09	Website Optimization (On Page SEO)	<ul style="list-style-type: none"> • Loading speed optimization. • Site navigation. • Redirect / Canonicalization. • Finding & Fixing broken links. • AMP Optimization
Class 10	On-page Optimization	<ul style="list-style-type: none"> • Heading, Title, Description • Tag optimization. • Url setup. • Category setup. • Keyword Placement. • Keyword density. • Alt Tag • Content (Text / Image / Video) optimization. • Proper Internal Linking. • Schema Markup <p><u>Assignment:</u> Assignment Provide</p>
Class 11	SEO Friendly Article writing	<ul style="list-style-type: none"> • Different types of content creation. • Content research Planning & Structure. • Resource Collection. • Grammar Tools. • Article Scoring. <p><u>Assignment:</u> Assignment Provide</p>
Class 12	Off page SEO Part- 1: Link Building/ Backlinks	<ul style="list-style-type: none"> • Introduction to different types of link building. • No-Follow / Do-Follow diversification. • Anchor Text Diversity <p><u>Assignment:</u> Assignment Provide</p>
Class 13	Off page SEO Part – 2: Web 2.0 & other link building	<ul style="list-style-type: none"> • Web 2.0 link building. • Back link Evaluation & Identifying bad or toxic backlinks. • Tire link building. • Skyscraper backlink. <p><u>Assignment:</u> Assignment Provide</p>

Class 14	Google Ranking Factors	<ul style="list-style-type: none"> • Ranking Factor Analysis.
Class 15	Webmaster Tool / Search Console	<ul style="list-style-type: none"> • Google Index, Crawl stat & errors. • Search Analytics. • Internal links & links to your site. • International Targeting. • Structured data. • Fetching & Robots Testing. • Disavow Tool usage.
Class 16	Website Analyzing (Google Analytics)	<ul style="list-style-type: none"> • Importance of Google Analytics • Organic Search (SEO) • Paid Search (PPC) • Social Media • Referrals (Backlinks) • Direct Traffic • Familiar with other different component <p><u>Assignment:</u> Assignment Provide</p>
Class 17	Local SEO	<ul style="list-style-type: none"> • What is Local SEO? • Basic Search operators. • Why does my website need Local SEO? • Claim/Create a GMB Listing • Optimizing existing page/Adding Business Info • Verify Your GMB Listing <p><u>Assignment:</u> Assignment Provide</p>
Class 18 & 19	Freelancing Guide: Fiverr	<ul style="list-style-type: none"> • Introduction with Fiverr marketplace. • Fiverr marketplace terms & conditions. • How to create Fiverr account? • How to create Fiverr Gig? • How to promote Fiverr Gig? <p><u>Assignment:</u> Marketplace profile & Gig Creation</p>

Class	Topic	Exercises
Main Topic: Social Media Marketing		
Facebook Marketing		

Class 20	Introduction to Facebook Marketing	<ul style="list-style-type: none"> • What is Facebook Paid Marketing? • Why your business needs Facebook Marketing? • Facebook rules & policy. • Content Planning for Facebook Ad Funnel. <p>Assignment: Assignment Provide</p>
Class 21	Facebook Pages & Post Setup	<ul style="list-style-type: none"> • Creating Facebook Fan Page. • Optimize Facebook page & post. • How to create a Facebook Cover Image and Icon. • How to Obtain Engagement in a New Fan Page. <p>Assignment: Creating Facebook Fan Page & Optimize</p>
Class 22	Facebook Business Manager Account	<ul style="list-style-type: none"> • Creating Facebook Business Manager Account. • Managing Your Business Manager Account. • Facebook Ad Manager A to Z. • Facebook Ad Account Uses and Limitation. • Facebook Payment Getaway. • Paid Campaign Setup for Local Business • Paid Campaign Setup for International Business. <p>Assignment: Assignment Provide</p>
Class 23	Facebook Ads Campaign	<ul style="list-style-type: none"> • Create your FIRST Facebook Ad Campaign • Campaign Objective • What is AD SET & ADS • Bidding, Budgets & Schedules & Ads Copy <p>Assignment: Assignment Provide</p>
Class 24	Facebook Ads Live Campaign	<ul style="list-style-type: none"> • FIRST Facebook Ad Campaign • How to AD SET & ADS Work • A/B Testing in Facebook <p>Assignment: Assignment Provide</p>

Class 25	Facebook Pixel & Retargeting	<ul style="list-style-type: none"> • Facebook Pixel Explanation • Pixel Setup. • Event Setup • Custom Audience • Lookalike Audience • Re-targeting Audience <p><u>Assignment:</u> Assignment Provide</p>
Class 26	Freelancing Guide:	<ul style="list-style-type: none"> • Facebook Marketing gig create tips • Analyzing student profile <p><u>Assignment:</u> Assignment Provide</p>
Class 27	YouTube Marketing Overview	<ul style="list-style-type: none"> • Importance of YouTube Marketing • Video Ideas & Keyword research • Finding Competitor Channels • Spy on Your Competitor <p><u>Assignment:</u> Assignment Provide</p>
Class 28	YouTube Channel & Video Optimization	<ul style="list-style-type: none"> • Creating your YouTube Channel • Optimizing Your Channel • YouTube Channel Settings and Verification • Ranking Friendly Video Optimization <p><u>Assignment:</u> Assignment Provide</p>
Class 29	Discussion Class about Facebook	<ul style="list-style-type: none"> • Discuss about Facebook Marketing Class • Discuss about You Tube Marketing Class
Class 30	Google Updates and Ranking	<ul style="list-style-type: none"> • Latest Updates & Ranking factors • Google Panda & Penguine Update • Medic Core Update / YMYL. • Core Web Vital • EAT

Class	Topic	Exercises
Main Topic : Search Engine Marketing		
Google Ads		

Class	Topic	Exercises
Class 31	Understanding Google Ads	<ul style="list-style-type: none"> • Overview of Google Ads • Creating a Google Ads Account • Google Ads Account Access & Security • Configure and Manage Account Alerts, Announcements & - Notifications • Billing & Payment methods <p>Assignment: Assignment Provide</p>
Class 32	Google Search Ads Setup(PPC)	<ul style="list-style-type: none"> • Importance of Google Search Ads (PPC) • Plan a Google Ads Campaign (Standard, Smart & Discovery Campaign) • Create and Configure Ad Groups, Ads & Keywords • Managing Bidding & Budgets <p>Assignment: Assignment Provide</p>
Class 33	Keywords, Ad Groups & Targeting	<ul style="list-style-type: none"> • Research Keywords with the Google Keyword Planner • Configure Ad Groups & Keywords • Comparing the different keywords match types: Broad, Phrase, Exact & Broad Match Modifier • Explore & understand negative keywords • Ads & Extensions • Configuring Language & Location Targeting • Device specific targeting – Mobile, Tablet & Desktop <p>Assignment: Assignment Provide</p>

Class 34	Creating a Display Network Campaign & Targeting	<ul style="list-style-type: none"> • Plan & Create a Display Network Campaign • Standard Display Campaign, Smart Display Campaign & Gmail Campaign • Target by Audience (Automated & Manual)- Keywords, Topic & Demographics • Target Campaigns by Device Type • Create a Responsive Ad • Placement Ads Targeting on Website, Mobile Apps & YouTube <p>Assignment: Assignment Provide</p>
Class 35	Video Ads on YouTube & Across the Web	<ul style="list-style-type: none"> • Understanding Video/YouTube Ads • Skippable in-stream ads • Bumper ads • Non-skippable in-stream • Out stream ads • Ad sequence with skippable in-stream ads, non-skippable in-stream ads, bumper ads, or a mix <p>Assignment: Assignment Provide</p>
Class 36	Freelancing Guide: Fiverr & Upwork	<ul style="list-style-type: none"> • How Can You Earn as a Google Ads Expert • Discussing different marketplace for work opportunities • How to create Fiverr GIG for selling Google Ads • Introduction with Upwork marketplace. • How to create Upwork account? • How to create Upwork Project <p>Assignment: Assignment Provide</p>

Outcome:

At the end of the course participants will be able to

1. Online & Offline SEO.
2. How do you earn money through Digital Marketing?
3. Competitive Analysis for Smarter Marketing.
4. You will learn how to use dozens of proven digital marketing strategies.
5. You will learn how to use all of the most popular social media platforms to grow your business.
6. You will see tangible results by taking action throughout the entire course.
7. You will increase conversions and sales with real world techniques.
8. You will improve your brand identity and grow your brand's audience.