

DIGITAL MARKETING

Overview: -

Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only [email](#), [social media](#), and web-based advertising, but also text and multimedia messages as a marketing channel.

Examples of online digital marketing include:

- Search engine optimization (SEO): optimizing a website to improve its visibility and ranking on search engines like Google.
- Pay-per-click advertising (PPC): paying for advertisements to appear on search engine results pages or social media platforms.
- Social media marketing: creating and sharing content on social media platforms like Facebook, Twitter, and Instagram to increase brand awareness and engagement.
- Content marketing: creating and sharing valuable content, such as blog posts, e-books, or videos, thus attracting and retaining a specific audience.

SYLLABUS

MODULE 1 – BASICS OF DIGITAL MARKETING

MODULE 2 – ANALYSIS & KEYWORD RESEARCH

MODULE 3 – SEARCH ENGINE OPTIMIZATION (SEO)

MODULE 4 – ON PAGE & OFF PAGE OPTIMIZATION

MODULE 5 – SEO UPDATES & ANALYSIS

MODULE 6 – GOOGLE MAPING

MODULE 7 – GOOGLE ADWORDS

MODULE 8- SOCIAL MEDIA OPTIMIZATION

MODULE 9 – SOCIAL MEDIA MARKETING

MODULE 10- GOOGLE WEB ANALYTICS

MODULE 11 – CREATING A WEBSITE

MODULE 12 – INTERVIEW PREPARATION