

1. Fundamentals of Digital Marketing

- Introduction to digital marketing concepts and importance
- Traditional marketing vs. digital marketing
- Latest digital marketing trends
- Business case studies and competitive analysis

2. Website Planning and Creation

- Basics of domain, hosting, and website types
- Building websites using WordPress or other tools
- Website structure, UI/UX principles
- SEO basics for websites

3. Search Engine Optimization (SEO)

- Understanding how search engines work
- On-page and off-page SEO techniques
- Keyword research and tools
- Local SEO and technical SEO fundamentals

4. Social Media Marketing (SMM)

- Overview of leading platforms (Facebook, Instagram, LinkedIn, Twitter, YouTube)
- Content creation and campaign planning
- Paid social media advertising
- Analytics and optimization

5. Search Engine Marketing (SEM) & Google Ads

- Pay-per-click (PPC) advertising basics
- Google Ads setup, keyword planning
- Display ads, YouTube ads, and remarketing

6. Email Marketing

- Email campaign strategies and tools
- List building, segmentation, and automation
- Legal and compliance aspects

7. Content Marketing

- Content types and creation strategies
- Storytelling and buyer persona development
- Content distribution and promotion

8. Web Analytics and Reporting

- Google Analytics setup and usage
- Conversion tracking and goal setting
- Data analysis and reporting

9. Affiliate Marketing and Influencer Marketing

- Affiliate program fundamentals
- Influencer marketing strategies and campaign management

10. Additional Topics

- Mobile marketing and App Store Optimization (ASO)
- Online Reputation Management (ORM)
- Marketing automation basics