

Digital Marketing Course Curriculum

1. Introduction to Digital Marketing

- What is Digital Marketing?
- Traditional vs Digital Marketing
- Digital Marketing Channels & Ecosystem
- Setting Goals & KPIs

2. Website & Content Fundamentals

- How websites work (Hosting, Domain, CMS)
- WordPress basics
- Content creation principles
- Blogging & writing for web

3. Search Engine Optimization (SEO)

- On-Page SEO
 - Keyword research
 - Title, Meta tags, URLs
 - Content optimization
- Off-Page SEO
 - Backlinks & link building
 - Guest posting
- Technical SEO
 - Site speed
 - XML sitemap
 - Robots.txt
- Local SEO
- SEO analytics & reports

4. Google Ads/PPC

- Google Ads dashboard
- Types of campaigns (Search, Display, Shopping, Video)
- Keyword bidding & match types
- Ad copywriting & optimization
- Remarketing & audiences
- PPC analytics & ROI

5. Social Media Marketing

- Platforms overview (Facebook, Instagram, LinkedIn, Twitter, YouTube)
- Organic vs Paid social strategies
- Content planning & scheduling
- Community management
- Social analytics & reporting

6. Facebook & Instagram Advertising

- Facebook Ads Manager
- Creating campaigns, ad sets, ads
- Audience targeting & retargeting
- Creative best practices
- Budgeting & optimization

7. YouTube & Video Marketing

- YouTube SEO
- Channel growth strategies
- Video ads (TrueView, Bumper)
- Video content planning

8. Analytics & Data Tracking

- Google Analytics (GA4)
- Goals & conversion tracking
- Traffic analysis & insights
- Dashboards & reporting

Tools You'll Learn

- Google Analytics & Search Console
- Google Ads
- Meta Business Suite
- Canva / Adobe
- SEO tools (Semrush, Ahrefs, etc)

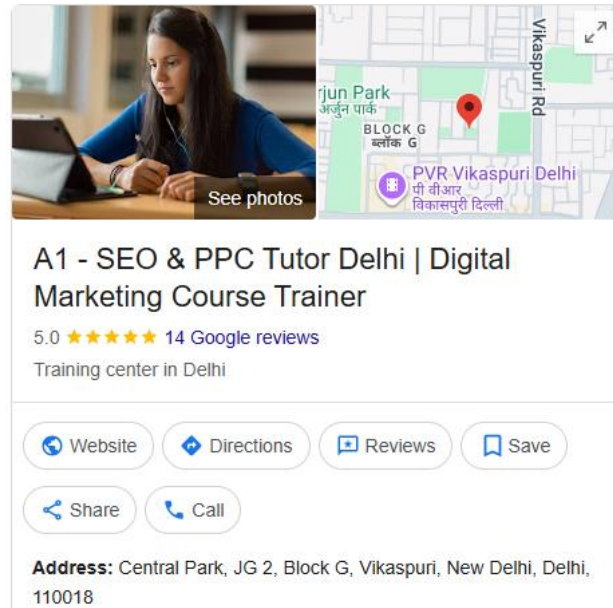
Who This Curriculum Is For

- ✓ Students & graduates
- ✓ Working professionals
- ✓ Freelancers & entrepreneurs
- ✓ Business owners wanting to grow online

Why Learn With Us

- ◆ Short duration (only 20 days) course
- ◆ Very affordable fees
- ◆ One-on-one training
- ◆ Daily, Weekly, Alternate days classes
- ◆ Online and off-line - as per own convenience

What Our Student Say About Us



ROHIT AHIR
3 reviews

★★★★★ 7 years ago

Brilliant and dedicated. Highly satisfied. I'm really thankful to you for all your efforts.



anshu bhutani
1 review

★★★★★ 6 years ago

Thank you for your kind support. I understand all my queries because from this teacher about digital marketing.



Asha Tiwari
Local Guide · 7 reviews

★★★★★ 4 years ago

It's a wonderful learning experience with the concepts and the applications of digital marketing with digital domain. Best place to learn digital marketing strategy in detail here. Highly recommend.



Deepak Singh
2 reviews

★★★★★ a year ago

I had an amazing experience with Proficient Digital Marketing! The sessions were tailored to my needs, covering SEO, PPC, social media, and analytics. The tutor provided practical insights and real-world examples, making complex concepts easy to grasp. Highly recommend for anyone looking to boost their skills!