LEARN 2 EARN LABS

Digital Marketing

Training Syllabus
[6 Months Duration]

Join us for Better Career and Job Guarantee

[Live Online & Offline Classes Available]

Digital Marketing Syllabus (6 Months)

Module 1: Introduction and Basics of Digital Marketing

Key Concepts of Digital Marketing, Traditional vs. Digital Marketing, The Opportunity of Digital Marketing, Characteristics of Digital Marketing, Implications of Digital Marketing, Visitor Engagement, Visibility, Inbound Marketing, Importance of Tools, Performance Marketing, Sales Funnel, Conversion Rate Optimization (CRO), Return on Investment (ROI), Key Performance Indicator (KPI), Psychographs.

Module 2: Search Engine Optimization (SEO)

Introduction

Introduction to SERP, Search Engines, Search Engine Working, Major Functions of a Search Engine, Crawling & Indexing, Google Search Tips.

On-Page SEO

Introduction, Domain Name, Page Naming (URL Structuring) & Folder Naming, Image Naming, Image Title & Alt Tags Creation, Meta Tags, Meta Description, Keywords, Author Redirection, Tags, Heading Tags (H1 to H6), Content Writing, SEO-Friendly Content Writing, Anchor Text, Link Title, Internal Linking, Robots.txt File Use & Creation, HTML Sitemap Creation, XML Sitemap Creation, Site Tracking Tools (Google Analytics Tool).

Keyword Research

Introduction, Niche, Different Types of Keywords, Google Keyword Planner Tool, Keywords Research, Understanding Keywords Mix, Importance of Keyword Research, Long-Tail Keywords, Keyword Stuffing, Keywords in Content, Tools for Keyword Research, Google Suggest, Hashtags.

Off-Page SEO

Introduction, Backlinks, Importance of Backlinks, Backlink Earning, Do-Follow vs. No-Follow Backlinks, Google Page Rank, Search Engine Submissions, Directory Submissions, Article Writing, Press Release Writing & Submissions, Blog Posting & Comment Writing, Business Listing, Social Bookmarking, Social Networking, RSS Feeds, Do's & Don'ts of Link Building, Easy Link Acquisition Techniques, Domain Authority & Page Authority.

Search Engine Algorithms

Introduction, Working of Algorithm, Search Engine Algorithm Updates, Search Engine Penalties & Recoveries, Search Engine Penalty, Google Hummingbird Algorithm,

Google Panda Algorithm, Google Penguin Algorithm, Google EMD Update, Website Recovery, Google Search Central.

Module 3: Domain Website Registration & WordPress Website Development

Domain Name & Existence, Web Hosting, Types of Hosting, Paid & Free Hosting, Advantages of Paid Hosting, Functionality of Website, DNS.

Introduction to WordPress Tools, Menus, Post, Page, Media, Appearance, Themes, Widgets, Header, Footer, Plugins, Single-Page Website, Pop-Up Maker, Extensions, Elementor Page Builder.

Module 4: Content Marketing

Introduction, Importance, Strategies to Develop Content, Content Marketing Strategy, Mapping of Content, 3D Model for Content Development, Planning & Promotion, Content Writing, AIDA Model, Types of Content: Lists, Interviews, Case Studies, Collection of Links, Infographics, News, Stories, etc., Niche-Oriented Content, Paid Content, Engaging Content Writing, Outsourcing Content, Tools.

Module 5: Blog Writing

How to Write a Blog, Anatomy, Effect on SEO, Personal & Professional Blog, Setup a Blog, Using & Customization of Blog, Blog Promotion, Money Blogging, Copyright & Ethics.

Module 6: Google Ads (PPC Marketing)

PPC Concepts, Strengths of Pay Per Click, PPC, CPA, CPC, CTR, Impressions, Landing Page, Conversion, Frequency, Need of SEM, Advantages of PPC, Introduction to Google Ads, Google Ads Auction, Relevancy & Quality Score, Types of Ad Campaigns, Selection of Goal, Keyword Match Type, Structure of Google Ads, Negative Keyword Match Type, Dashboard Overview, Search Ads Creation, Location Targeting Option, Language Targeting Option, Audience Targeting Option, Budget & Bidding Option, Ad Extensions Uses & Advantages, Ad Scheduling & Ad Rotation, Campaign URL Option, Ad Groups, Keyword Research in Google Ads, Bidding Strategies, Well-Formatted Search Ads, Conversion Creation, Introduction of Display Ads, Display Ad Creation, Key Digital Display Concepts, Benefits of Digital Display, Challenges of Digital Display, Business Value, Running Effective Ads, Ad Formats, Ad Features, Ad Display Frequency, Campaign Planning, Campaign Steps, Target Audience, Campaign Objectives, Campaign Budget, Tracking Your Campaign, Optimizing the Campaign, Laws & Guidelines, Content Targeting, Bid Strategy Statuses, Introduction to Video Campaigns & Types, Custom Video Campaign Creation, YouTube Video Ad Sequence Creation,

Content Exclusions in Google Ads, Monthly & Daily Budget, Concept of Shared Budget, Performance Max Campaign, Demand Gen Campaign, HTML5 Assets in Google Ads, Drafts & Experiments, Setting Up Ad Variations, Ad Preview & Diagnosis Tool, Copy & Paste Campaigns, Keyword Insertion in Search Ads, Countdown in Text Ads, If Function in Text Ads, Change History, Measure of Performance, Remarketing & Custom Audience Creation, Creation of Custom Columns, Fixing of Disapproved Ads, Campaign Budget Simulator, Uploads, Content Suitability, SKTA (Single Keyword Targeted Ads), Duplicate Keywords, Landing Pages, Acquisition & Conversion, GCLID (Google Click Identifier), First Page Bid Estimate Option in Google Ads, Google Ads Editor, App Promotion Campaign, Google Merchant Center.

Module 7: Content Designing & Video Editing

- PowerPoint Template (PPT)
- Basics of PowerPoint: Interface, Tools, and Navigation
- Slide Design Principles: Layouts, Themes, and Consistency
- Working with Images: Inserting, Resizing, and Positioning
- Image Editing in PPT: Cropping, Transparency, and Filters
- Advanced Image Manipulation: Removing Backgrounds, Layering, and Effects
- Adding Animations and Transitions to Enhance Presentations
- Exporting Presentations: PPT, PDF, and Image Formats
- Hands-On Practice: Creating a Visually Appealing Presentation

Video Editing (TechSmith Camtasia)

- Overview of Camtasia: Interface and Workflow
- Importing and Organizing Media (Videos, Images, Audio)
- Basic Editing: Trimming, Cutting, and Splitting Clips
- Enhancing Videos: Transitions, Annotations, and Callouts
- Screen Recording: Capturing High-Quality Screen Content
- Audio Editing: Noise Reduction, Volume Control, and Voiceovers
- Adding Effects: Green Screen, Cursor Highlights, and Zoom Effects
- Exporting Videos: Formats, Resolutions, and Optimization for Different Platforms

Module 8: Email Marketing

Key Email Marketing Concepts, Campaign Process, Online Data Capture, Offline Data Capture, Segmentation, Email Design, User Behavior, User Characteristics, Email Copy, Email Structure, Email Delivery, Email Systems, Filtering, Scheduling, Measurement, Key Terms & Metrics, Split Testing, Laws & Guidelines.

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Guaranteed Package (In Writing)*

- **3-5 Lakhs** (With 6 Months Training Programs)
- **5-8 Lakhs** (With 12 Months Training Programs)
- **8 Lakhs+** (With 2 Years Training Programs)

* Terms & Conditions Applied

Amenities

- Digital Notes
- Live Training Sessions
- Project Assistance
- Interview Preparation

- Working Experience
- Job Recommendations
- Professional Development
- Digital Resume & Portfolio

LEARN-2-EARN LABS TRAINING INSTITUTE

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LEARN 2 EARN LABS

Guiding Careers with Visionary Support

Institute Director(s)

Mr. Mohit Singh
M.Tech, B.Tech (C.S.E)

Mr. Mohit Singh is a professional full-stack trainer, project consultant and startup mentor. He is holding expertise in Java, Application Design, MERN Stack, DevOps, Design Thinking and User Experience Design.

He has trained thousands of students & hundreds of employed professionals. He completed his trainings in Google, Gurugram and short term projects in IIT Delhi, IIT BHU & IIT Jodhpur.

He is also recognized as Mentor with startup India (MAARG), Punjab Startup, startup Uttarakhand, Mumbai State Innovation Society, Atal Innovation Mission, etc. in the area of education & utility services.

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Dr. Shubhendra Gupta
Phd, B.Ed, M.Sc (Physics)

Dr. Shubhendra Gupta is an experienced digital marketer, Business Consultant and startup mentor with a demonstrated history of working in the education and services industry.

He use to train students & working professionals for getting better job opportunities and train business owners in generating profits or leads. His areas of interest are Digital Marketing, Business Development, Data Analysis, Strategic Planning, Market Research & Reality, User Testing, Website design, etc.

He is also recognized as Mentor with Startup Hubs & Innovation Labs in the area of education, brand building & business consultation.

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Institute Vision

To be an institute that provides a transformative learning to produce highly skilled & competent professionals and to create leaders and innovators for society and industry.

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Module 9: Social Media Marketing

Key Concepts, Social Media Goals, Setting Goals & Priorities.

Meta

Facebook Features, Facebook Newsfeed, Meta Pixel, Meta Insights, Facebook Business Page, Meta Advertising, Meta Business Manager, Business Account, Meta Insights, Meta Analytics.

Instagram

Instagram Features, Video and Image Specifications, Reels, IGTV, Hashtag Research, Profile Optimization.

X (Twitter)

X Features, X Engagement, X Advertising, X Analytics.

LinkedIn

LinkedIn Account Setup & Profile, LinkedIn Features, LinkedIn Groups, LinkedIn Advertising, LinkedIn Analytics.

YouTube

YouTube Channel Setup, YouTube Insights, YouTube Features, VidIQ, YouTube SEO.

Module 10: Mobile Marketing

Key mobile marketing concepts, trends in mobile, opportunities & risks, mobile devices, SMS content, SMS strategy, mobile advertising, mobile optimized websites, mobile apps, attributes of effective apps, step process for mobile apps, proximity marketing, QR codes, mobile coupons & ticketing, implementation, strategic steps, marketing goals, review & testing, key trends, social media channels.

Module 11: Google Analytics – 4

Introduction, installation, demo account, Google Analytics Universal and Google Analytics-4, account overview, real-time report, acquisition report, engagement report, retention report, plugins for WordPress, users report, events creation, dimension & metrics, explore report, internal traffic, landing page report, segments, funnel exploration, open and closed funnel, debug view, cohort analysis, report identity, cohort analysis, filters.

Module 12: Google Tag Manager

Introduction, tags & triggers, setup & installation, workspace, working with tags, events & tracking, video tracking event, text tracking, button click tracking, outbound

clicks tracking, advanced settings, LinkedIn insight tag installation, container & versions, scroll & depth tag, element visibility trigger, Meta pixel tracking.

Module 13: Freelancing

Introduction to freelancing, including the gig economy, benefits, challenges, and choosing the right niche. Next, it focuses on creating a strong freelancer profile, covering profile optimization, portfolio building, writing a compelling bio, and selecting the right skills. The finding and winning client's module teaches proposal writing, pricing strategies, negotiation skills, and effective communication. The freelance work execution & project management section covers handling client requirements, time management, productivity tools, and delivering quality work. The payment, invoicing & legal aspects module explains payment gateways, invoicing, contracts, and financial management. The building a personal brand & scaling up section includes social media strategies, LinkedIn marketing, blogging, expanding services, and client retention. The course concludes with a final project & assessment, where students create a freelancer profile, submit proposals, complete a sample project, and receive feedback for improvement.

Module 14: Online Reputation Management

Significance, Monitoring Brand Mentions Using Tools Like Google Alerts and Social Listening, Strategies for Handling Negative Reviews and Crisis Management, And Techniques for Improving Brand Perception. Content Suppression Strategies, Managing Online PR, Responding to Customer Feedback Professionally, And Leveraging Social Media for Reputation Management, Competitor Analysis, Brand-Building Techniques, Orm for Businesses and Individuals, Case Studies on Reputation Recovery and Enhancement.

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