



Detailed Syllabus [6 Month Course]

DIGITAL MARKETING

Join us for Better Career and Job Guarantee

[Live Online & Offline Classes Available]

Digital Marketing Training Syllabus

Training Duration – 6 Months

Internship Duration – 6 Months

Module 1: Introduction to Digital Marketing

Overview of digital marketing, difference between traditional and digital marketing, evolution and growth of digital media, importance and scope of digital marketing in today's business world, understanding the digital ecosystem and online consumer behavior, key components of digital marketing (SEO, SEM, SMM, Email, Content, and Analytics), inbound vs outbound marketing, customer journey and sales funnel (awareness, consideration, conversion), importance of online visibility and visitor engagement, understanding website traffic and user intent, introduction to web analytics and KPIs, concept of performance marketing, conversion rate optimization (CRO), role of digital marketing in branding and lead generation, introduction to paid and organic channels, overview of digital marketing tools and platforms, and structure of a complete digital marketing campaign.

Module 2: Search Engine Optimization (SEO)

A. On-Page SEO

Website structure and SEO fundamentals, title tags and meta descriptions, header tag hierarchy (H1–H6), keyword placement and density, URL optimization, image optimization (alt text and compression), internal linking strategy, content optimization for readability and user intent, mobile responsiveness, schema markup (structured data), anchor text optimization, page speed improvement, and using SEO plugins (Yoast SEO or RankMath).

B. Off-Page SEO

Importance of backlinks and domain authority, link-building strategies (guest posting, article submission, directory submission, social bookmarking, business listings, forum posting, blog commenting, classified ads), broken link building, profile creation, influencer outreach, and maintaining backlink quality and relevancy through audit tools like Ahrefs and Moz.

C. Technical SEO

Crawling and indexing basics, robots.txt configuration, XML sitemap creation and submission, canonical tags and duplicate content issues, SSL and HTTPS implementation,

site architecture and navigation, Core Web Vitals (LCP, FID, CLS), website speed optimization, responsive design testing, fixing crawl errors using Google Search Console, and understanding structured data testing tools.

D. Keyword Research

Understanding keywords and search intent (navigational, informational, transactional), short-tail vs long-tail keywords, keyword mapping and clustering, competitive keyword research using Google Keyword Planner, Ubersuggest, and Ahrefs, analyzing keyword metrics (search volume, CPC, competition), and keyword placement strategy for content and ads.

E. Google Algorithms

Overview of major Google algorithm updates – Panda, Penguin, Hummingbird, RankBrain, BERT, and Helpful Content Update; understanding their impact on ranking and content strategy, E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness) principles, and adapting SEO practices to comply with Google's ranking systems.

Module 3: Domain, Hosting & WordPress Website Development

A. Domain & Hosting Fundamentals

Understanding domain names and extensions (.com, .in, .org, etc.), choosing the right domain for business or brand, domain registration process using GoDaddy or Namecheap, introduction to web hosting and its types (Shared, VPS, Dedicated, Cloud), understanding server basics (IP address, DNS, SSL), linking domain with hosting, nameserver configuration, and importance of uptime and bandwidth for SEO.

B. cPanel & Website Management

Overview of cPanel, managing hosting dashboard, creating and managing email accounts, database setup (MySQL), using File Manager and FTP (FileZilla), installing SSL certificates for secure websites, managing backups, subdomains, redirects, and understanding file structure (public_html).

C. WordPress Installation & Setup

Introduction to WordPress CMS, manual and one-click installation via cPanel, WordPress dashboard overview, creating pages and posts, managing menus and widgets,

customizing themes, installing plugins, setting up permalinks, and configuring general, reading, and discussion settings for optimization.

D. Website Design & Customization

Installing and customizing professional themes, using Elementor or Block Editor for drag-and-drop design, designing home, about, contact, and service pages, embedding forms and maps, adding media (images, videos, documents), creating call-to-action (CTA) buttons, mobile responsiveness, and integrating social media links and chat widgets.

E. Website Optimization & Launch

SEO setup using Yoast or Rank Math plugin, setting up Google Analytics and Search Console, caching and speed optimization (WP Super Cache, LiteSpeed Cache), image optimization (Smush), integrating SSL and security plugins (Wordfence), contact form creation (Contact Form 7), website backup and restore, final pre-launch checklist, and going live with the website.

Module 4: Content & Blog Writing

This module covers the essentials of professional writing for digital platforms, focusing on how to create engaging, SEO-friendly, and conversion-oriented content. It includes understanding the role of content in digital marketing, types of content (blogs, website copy, ad copy, social media posts, landing pages, product descriptions), and identifying audience intent through research and analytics. Students learn the fundamentals of content strategy, topic ideation using keyword tools like Google Trends and Ubersuggest, and planning editorial calendars. The module focuses on writing structure—titles, headings, subheadings, meta descriptions, and keyword integration—to improve readability and ranking. It also trains students in tone consistency, storytelling, and call-to-action techniques for blogs and marketing campaigns. Practical sessions include writing blogs in WordPress, formatting posts with visuals, hyperlinks, and alt tags, using Grammarly and Hemingway for quality refinement, and applying Yoast SEO for optimization. Additionally, the module introduces plagiarism checks, ethical content practices, and Google's E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness) principles. By the end, learners develop the ability to write content that builds brand credibility, attracts traffic, and converts visitors into leads effectively.

Module 5: Google Ads (Search, Display & Video)

A. Introduction to Google Ads

Overview of Google Ads and PPC (Pay-Per-Click) model, difference between organic and paid marketing, benefits and importance of Google Ads for businesses, understanding Google Ads interface and account structure (Campaign → Ad Group → Ads → Keywords), Google Ads auction system, Ad Rank and Quality Score, components of a Google ad (headline, description, URL, and extensions), and types of ad campaigns — Search, Display, Video, Shopping, Performance Max, and App campaigns.

B. Campaign Setup & Configuration

Creating a new Google Ads account, setting up billing and payment options, defining campaign goals (sales, leads, traffic, brand awareness), understanding campaign types, keyword match types (broad, phrase, exact), negative keyword usage, location and language targeting, audience segmentation, ad scheduling, device targeting, and structuring ad groups for better control and optimization.

C. Search Ads (Text-Based Campaigns)

Creating high-performing search ad campaigns, writing compelling ad copy, using responsive search ads, applying ad extensions (sitelink, callout, structured snippet, call, and location), understanding keyword bidding strategies (manual CPC, enhanced CPC, CPA, target ROAS, and maximize conversions), implementing ad rotation, using dynamic keyword insertion, countdown timers, IF functions, and tracking conversions for better ROI measurement.

D. Display Ads (Visual Campaigns)

Introduction to Google Display Network (GDN), targeting methods (contextual, demographic, interest, and remarketing), designing display banners, image and responsive display ads, ad placement strategy, content exclusions, frequency capping, remarketing setup through audience lists, managing display placements, and performance optimization for awareness and retargeting campaigns.

E. Video Ads (YouTube Advertising)

Overview of YouTube advertising and ad formats (skippable, non-skippable, bumper, in-feed, and sequence ads), linking YouTube channel with Google Ads, creating video ad campaigns, setting targeting options (topics, placements, keywords, audiences), customizing ad sequences, using video extensions, measuring performance through views, watch time, and engagement metrics, and understanding how video campaigns drive conversions and brand visibility.

F. Optimization, Tracking & Reporting

Setting up conversion tracking through Google Tag Manager, using Google Analytics for traffic and goal measurement, monitoring KPIs (CTR, CPC, CPA, ROAS, impressions), A/B testing ad creatives and landing pages, using performance insights and budget simulators, fixing disapproved ads, campaign duplication using Google Ads Editor, applying automated rules, and preparing performance reports for clients.

Module 6: Social Media Optimization (SMO) & Management

A. Introduction to Social Media Optimization

Definition and importance of SMO, difference between SMO and SMM, role of social media in digital marketing, understanding user behavior on social platforms, benefits of organic engagement, and aligning social media goals with business objectives.

B. Social Media Platforms Overview

Introduction to major platforms — Facebook, Instagram, LinkedIn, Twitter (X), Pinterest, and YouTube; setting up and optimizing business pages, profile completeness, using keywords and hashtags, branding through cover photos, bios, and CTAs, and maintaining cross-platform consistency.

C. Content Strategy and Planning

Developing content calendars, creating post categories (educational, promotional, entertaining, interactive), content scheduling using Meta Business Suite and Buffer, identifying target audience, setting tone and frequency of posting, writing engaging captions, selecting relevant hashtags, and incorporating visuals, videos, and reels for better reach.

D. Engagement and Community Building

Strategies to increase organic reach and followers, encouraging engagement through polls, contests, Q&A sessions, and stories, replying to comments and messages, building online communities, influencer collaboration basics, and understanding algorithm factors that affect visibility and engagement.

E. Analytics and Performance Measurement

Using platform insights — Facebook Page Insights, Instagram Analytics, LinkedIn Analytics, YouTube Studio — to measure engagement, reach, impressions, and growth; identifying high-performing content, optimizing underperforming posts, using KPIs (likes, shares, comments, CTR), and preparing monthly performance reports.

F. Online Reputation Management (ORM)

Concept and importance of ORM, managing brand presence across platforms, responding to feedback and reviews, handling negative comments professionally, maintaining consistent brand voice, and ensuring transparency in communication.

Module 7: Meta Ads (Facebook & Instagram Advertising)

A. Introduction to Meta Advertising

Overview of Meta platforms (Facebook, Instagram, Messenger, Audience Network), understanding the difference between organic and paid marketing, importance of Meta Ads in digital marketing, advertising objectives, campaign hierarchy (Campaign → Ad Set → Ad), Meta auction system, ad relevance and quality ranking, and overview of ad formats and placements.

B. Business Manager Setup & Configuration

Creating and setting up Meta Business Manager, adding pages, ad accounts, and Instagram profiles, assigning roles and permissions, setting up payment methods, verifying business identity, integrating Meta Pixel, and connecting Conversion API for accurate data tracking.

C. Campaign Structure & Objective Selection

Understanding campaign objectives (Awareness, Traffic, Engagement, Leads, App Promotion, Sales), difference between Campaign Budget Optimization (CBO) and Ad Set Budget Optimization (ABO), creating campaigns for different goals, naming conventions, audience targeting levels, and setting up multiple ad sets under one campaign.

D. Audience Targeting & Segmentation

Core audiences (demographics, interests, behaviors, locations), custom audiences (website visitors, leads, app users, page engagement), lookalike audiences (1%, 2%, 5%), retargeting strategy, audience layering for precision targeting, and exclusion lists for better conversion efficiency.

E. Ad Creatives & Copywriting

Designing high-performing creatives using Meta Creative Hub and Canva, ad formats (single image, video, carousel, collection, story, and reels ads), ad copy structure (headline, description, primary text, CTA), using emotional triggers, aspect ratios (1:1, 4:5, 9:16), and A/B testing creatives for best performance.

F. Budgeting, Bidding & Optimization

Daily vs lifetime budgets, bid strategies (lowest cost, cost cap, bid cap), campaign scheduling, pacing and delivery optimization, understanding and improving key metrics (CPM, CPC, CTR, CPA, ROAS, Frequency), vertical and horizontal scaling methods, and managing budget distribution using automated rules.

G. Tracking, Analytics & Reporting

Implementing Meta Pixel for tracking conversions, setting up events (view content, add to cart, purchase, lead), monitoring campaign performance through Meta Ads Manager, interpreting key reports and KPIs, custom column setup, preparing weekly/monthly performance reports, and using data insights for decision-making.

H. Troubleshooting & Compliance

Understanding Meta Ad policies and community standards, handling ad rejections and restricted content, improving ad quality score, maintaining account health, troubleshooting disapproved ads, fixing performance issues, and learning best practices for sustainable ad performance.

Module 8: YouTube Marketing & Video Promotion

YouTube channel creation and setup, brand account configuration, channel customization (logo, banner, watermark), playlist creation and management, YouTube Studio dashboard overview, keyword research for YouTube SEO, writing optimized titles, descriptions, and tags, adding subtitles and captions, using timestamps, end screens, and cards, thumbnail design and optimization, understanding YouTube algorithms and ranking factors, content strategy and planning, creating video calendars, audience targeting and engagement techniques, YouTube Analytics (views, watch time, demographics, CTR, retention), organic promotion strategies, community posts and comment engagement, embedding videos on websites and blogs, cross-platform video promotion, introduction to YouTube Ads, ad formats (skippable, non-skippable, bumper, in-feed, sequence ads), linking YouTube with Google Ads, setting campaign goals and targeting, measuring ad performance (CPV, impressions, engagement, conversions), A/B testing video creatives, optimizing campaigns for reach and ROI, and maintaining consistent branding and performance reporting.

Module 9: Email Marketing & Automation

A. Introduction to Email Marketing

Definition and importance of email marketing, difference between transactional and promotional emails, benefits of personalized communication, role of email marketing in digital strategy, understanding email deliverability, and compliance with laws like CAN-SPAM and GDPR.

B. Email Marketing Platforms

Overview and setup of popular tools — Mailchimp, Zoho Campaigns, MailerLite, and Sendinblue (Brevo), creating and managing mailing lists, importing and segmenting contacts, setting up sender authentication (SPF, DKIM, DMARC), designing branded templates, and configuring campaign settings for better inbox delivery.

C. Campaign Creation & Design

Planning email campaigns (welcome, newsletter, promotional, lead nurturing, re-engagement), writing effective subject lines and preview text, structuring email content (header, body, CTA, footer), using personalization tags, designing responsive email templates, image optimization, and testing campaigns across devices.

D. Email Automation & Workflow

Introduction to marketing automation, setting up drip campaigns and autoresponders, creating workflows for lead nurturing, behavioral triggers (signup, cart abandonment, download), scheduling automated sequences, and integrating CRM tools (Zoho CRM, HubSpot) for lead management.

E. Tracking & Performance Measurement

Using analytics to measure open rate, click-through rate (CTR), bounce rate, unsubscribe rate, and conversion rate, understanding heatmaps and user engagement patterns, performing A/B testing on subject lines and templates, using UTM parameters for campaign tracking, and generating performance reports for optimization.

F. Best Practices & Optimization

Maintaining email list hygiene, avoiding spam traps and blacklists, using clean HTML code, managing frequency and timing of emails, compliance with opt-in and opt-out policies, improving email reputation, and enhancing overall campaign ROI through continuous testing and audience insights.

Module 10: Analytics & Conversion Tracking

A. Introduction to Web Analytics

Understanding the importance of analytics in digital marketing, difference between metrics and KPIs, role of analytics in campaign decision-making, and introduction to popular analytics platforms like Google Analytics 4 (GA4), Google Tag Manager, and Meta Insights.

B. Google Analytics 4 (GA4) Setup & Configuration

Creating and configuring a GA4 property, connecting GA4 with websites and apps, integrating GA4 with Google Ads and Search Console, setting up data streams, understanding measurement IDs, event-based tracking model, defining conversions, and exploring real-time data.

C. Google Tag Manager (GTM) Integration

Overview of GTM and its role in tracking and automation, creating a GTM account and container, installing GTM on websites, managing tags, triggers, and variables, implementing Google Analytics tags, conversion tags, remarketing tags, and verifying setup through preview mode.

D. Conversion Tracking & Event Measurement

Concept of conversion tracking, setting up goals (destination, duration, event, and pages/screens per session), creating and tracking custom events, linking conversions to Google Ads and Meta Ads, using UTM parameters for traffic source identification, and analyzing lead form submissions, purchases, and user actions.

E. Data Analysis & Reporting

Understanding audience reports (demographics, location, device), acquisition reports (traffic channels, referrals, campaigns), behavior reports (page views, engagement, bounce rate), and conversion reports. Using dashboards and exploration tools in GA4, generating custom reports, and exporting insights for campaign optimization.

F. Performance Monitoring & Optimization

Analyzing campaign ROI, identifying top-performing channels, interpreting CTR, CPC, CPA, and ROAS metrics, comparing paid vs organic performance, measuring ad engagement across platforms, and using analytics insights for improving landing pages, content, and ad targeting strategies.

Module 11: Affiliate Marketing & E-Commerce Advertising

A. Introduction to Affiliate Marketing

Definition and scope of affiliate marketing, understanding how affiliate programs work, key players in the ecosystem (advertiser, publisher, and consumer), revenue models (CPC, CPL, CPA, CPS), benefits of affiliate marketing for businesses, and overview of major global and Indian affiliate networks such as Amazon Associates, Flipkart Affiliate, ShareASale, CJ Affiliate, and Impact.

B. Setting Up Affiliate Programs

Steps to join and manage affiliate networks, understanding affiliate links and tracking IDs, integrating affiliate tools into blogs or websites, cookie tracking and duration concepts, ethical practices in affiliate marketing, compliance with platform policies, and optimizing affiliate product selection based on niche and audience.

C. Affiliate Marketing Strategies

Creating content that converts — review articles, product comparisons, and listicles, using SEO for affiliate content, leveraging social media for affiliate promotions, tracking and optimizing affiliate campaigns through analytics, managing disclosures and transparency, and applying CRO techniques to boost affiliate sales.

D. Introduction to E-Commerce Advertising

Understanding the e-commerce advertising ecosystem, difference between organic and paid promotion in e-commerce, product feed management, and introduction to Google Merchant Center for Shopping Ads. Overview of catalog setup, product listings, and pricing policies.

E. E-Commerce Campaign Creation

Creating Google Shopping Ads, linking Google Ads with Merchant Center, optimizing product titles and descriptions, managing disapproved products, running Performance Max campaigns for e-commerce, using Dynamic Remarketing Ads on Meta, and tracking sales conversions through analytics tools.

F. Measurement & Optimization

Analyzing sales funnel metrics (impressions, clicks, add-to-cart, purchases), tracking affiliate conversions, calculating ROI and commission earnings, using Google Analytics for

e-commerce tracking, optimizing campaigns based on data, and applying remarketing strategies to recover abandoned carts.

Module 12: Digital Marketing Strategy

A. Fundamentals of Digital Marketing Strategy

Definition and importance of digital marketing strategy, difference between strategy and campaign, understanding business objectives, audience segmentation, and competitive positioning, identifying buyer personas, customer journey mapping, and aligning marketing goals with business KPIs (awareness, engagement, leads, sales, retention).

B. Market Research & Competitor Analysis

Conducting digital market research, analyzing target audience behavior, studying competitors' digital presence, using tools like Google Trends, SEMrush, Ahrefs, and SimilarWeb, identifying market gaps, benchmarking performance metrics, and defining a unique value proposition (UVP) for online positioning.

C. Channel Planning & Budget Allocation

Understanding major digital channels — SEO, SEM, SMM, Email, Display, Content, and Video Marketing; determining channel priorities based on business goals, setting budgets for paid and organic campaigns, allocating resources across Google Ads, Meta Ads, and Influencer Marketing, and forecasting ROI.

D. Campaign Planning & Execution

Developing an integrated digital marketing plan, defining campaign objectives and key messages, designing multi-channel campaigns, setting KPIs, creating content calendars, and implementing full-funnel campaigns (TOF–MOF–BOF). Includes ad targeting, lead generation, nurturing workflows, and remarketing strategy.

E. Measurement & Optimization

Using analytics tools (Google Analytics, Meta Insights, and Data Studio) for performance monitoring, interpreting campaign data, measuring success through CTR, CPA, ROAS, and conversion rates, conducting A/B testing, identifying weak touchpoints, optimizing campaigns in real time, and reporting outcomes effectively.

F. Strategic Tools & Documentation

Preparing a digital marketing strategy document, using SWOT analysis, SMART goals framework, customer value journey model, and campaign reporting templates.

Introducing project management tools like Trello, Asana, and Google Sheets for collaboration, task tracking, and performance review.

AI Tools for 12 Months Digital Marketing Training

1. **ChatGPT (OpenAI)** – for idea generation, ad copywriting, campaign planning, and SEO content optimization.
2. **Google Gemini** – for research support, content strategy, ad insights, and data-based creative planning.
3. **Jasper AI** – for blog posts, landing page content, sales copy, and product descriptions.
4. **Copy.ai** – for captions, email campaigns, product copy, and marketing taglines.
5. **Writesonic** – for social media content, ad scripts, and keyword-optimized website copy.
6. **Surfer SEO** – for content optimization, keyword scoring, and SERP-based recommendations.
7. **Anyword** – for AI-generated ad copy and performance prediction based on audience intent.
8. **Grammarly** – for grammar correction, tone adjustment, and content clarity improvement.
9. **Canva (Magic Studio)** – for AI-assisted graphic design, carousel posts, reels, and thumbnails.
10. **Adobe Firefly** – for text-to-image generation, background replacement, and creative variations.
11. **Midjourney** – for generating ultra-realistic or stylized marketing visuals and campaign art.
12. **Leonardo AI** – for product mockups, digital posters, and ad concept generation.
13. **Pictory AI** – for converting long-form text or scripts into short marketing videos automatically.
14. **Whisk by Google** – for creating AI-generated video stories, animated scenes, and narrated scripts.
15. **Runway ML** – for video generation, scene editing, background removal, and visual storytelling.
16. **Synthesia** – for generating talking avatar videos for product demos or ad narrations.
17. **DupDub** – for AI voiceovers, dubbing in multiple languages, and podcast narration.
18. **Descript** – for AI-powered video and podcast editing through text, with auto-captioning.

19. **Camtasia** – for professional video editing, tutorials, and ad post-production.
20. **Microsoft PowerPoint** (MS PPT) – for designing ad visuals, business decks, and marketing pitches.
21. **AdCreative.ai** – for high-converting ad banners, CTAs, and product creative automation.
22. **Google Flow** – for workflow automation, task integration, and marketing process optimization.
23. **Lumen5** – for turning blog posts and articles into professional promotional videos.
24. **HeyGen** – for creating AI spokesperson videos with lifelike avatars for marketing and training.
25. **Fliki** – for generating voice-based videos, explainer content, and short ad reels from text.

Tools for 06-Month Digital Marketing Training

Digital Marketing (Common)

- Google Chrome Extensions (SEO Minion, Keywords Everywhere)
- Google Trends
- SimilarWeb
- Statista
- HubSpot Marketing Blog / Academy

Search Engine Optimization (SEO)

- Google Search Console
- Google Analytics 4 (GA4)
- Ahrefs
- Moz Pro
- Ubersuggest

Domain, Hosting & WordPress Website Development

- GoDaddy
- Namecheap
- Hostinger
- Local by Flywheel
- WordPress CMS

Content & Blog Writing

- Grammarly

- Hemingway Editor
- Google Docs
- Yoast SEO Plugin
- PlagiarismDetector.net

Google Ads (Search, Display & Video)

- Google Ads Manager
- Google Keyword Planner
- Google Tag Manager
- Google Merchant Center
- Google Ads Editor

Social Media Optimization (SMO) & Management

- Meta Business Suite
- Buffer
- Hootsuite
- Twitter Analytics (X Analytics)
- LinkedIn Page Analytics

Meta Ads (Facebook & Instagram Advertising)

- Meta Ads Manager
- Meta Pixel
- Meta Creative Hub
- Facebook Page Insights
- Meta Events Manager

YouTube Marketing & Video Promotion

- YouTube Studio
- YouTube Analytics
- TubeBuddy
- vidIQ
- Google Ads (Video Campaigns)

Email Marketing & Automation

- Mailchimp
- Zoho Campaigns
- MailerLite
- Sendinblue (Brevo)

- HubSpot Email Tool

Analytics & Conversion Tracking

- Google Analytics 4 (GA4)
- Google Tag Manager
- Google Data Studio (Looker Studio)
- Meta Insights
- Hotjar

Affiliate Marketing & E-Commerce Advertising

- Amazon Associates
- Flipkart Affiliate
- ShareASale
- CJ Affiliate
- Google Merchant Center

Digital Marketing Strategy, Tools & Capstone Project

- Trello
- Asana
- Google Sheets
- Canva (non-AI design templates)
- Bitly (URL tracking and shortening)

Capstone Projects for Students

WordPress Website Development – 4 Projects

1. Business Website Project

Create a complete WordPress website for a local business (e.g., café, gym, institute, or boutique). Include pages like Home, About, Services, Gallery, Blog, and Contact with an integrated contact form.

2. Personal Portfolio Website

Build a personal branding website highlighting skills, education, experience, and projects. Use Elementor or a similar page builder and integrate a blog section for showcasing written content.

3. Landing Page Design Project

Design a single-page lead generation landing page with a strong CTA, testimonials, and visuals. Focus on layout, readability, and conversion-oriented design.

4. E-Commerce Store Setup

Create a demo WooCommerce store with at least 5–10 products. Configure product pages, cart, checkout, payment gateway (demo), and order confirmation emails.

Search Engine Optimization (SEO) – 4 Projects

1. On-Page SEO Optimization Project

Perform complete on-page SEO on a WordPress website. Optimize meta titles, descriptions, URLs, headings, and images using Yoast SEO or Rank Math.

2. Off-Page SEO & Link-Building Project

Create backlinks using directory submissions, guest posts, social bookmarking, and business listings. Prepare a backlink report showing DA, PA, and referring domains.

3. Keyword Research & Competitor Analysis Project

Conduct keyword research for a niche website using Ubersuggest or Ahrefs. Compare competitors' keyword performance and build a keyword strategy sheet.

4. Technical SEO & Site Audit Project

Use tools like Screaming Frog and Google Search Console to audit a site. Identify crawl errors, speed issues, and mobile usability problems, then provide a detailed report with fixes.

Google Ads – 2 Projects

1. Search Campaign Project

Create a simulated Google Search Campaign for a service-based business. Define objectives, select keywords, write ad copies, set bidding strategy, and present expected outcomes.

2. Display & Video Campaign Project

Develop a Display or YouTube Ad campaign for a product launch. Choose placements, design creatives, define target audiences, and analyze ad preview performance and metrics.

Meta Ads (Facebook & Instagram) – 2 Projects

1. Lead Generation Campaign Project

Create a Meta Ads campaign focused on generating leads for a business or training course. Set up Business Manager, design visuals in Canva, and measure CTR and cost per lead.

2. Remarketing Campaign Project

Plan a remarketing campaign using Meta Pixel and custom audiences. Segment website visitors, design carousel or video ads, and track engagement and conversion data.

Digital Marketing Strategy – 2 Projects

1. Integrated Marketing Strategy Project

Develop a complete marketing plan for a brand — including SEO, Google Ads, Meta Ads, Email, and Content Strategy. Present campaign goals, budget, target audience, and expected ROI.

2. Competitor & Market Analysis Project

Select a real company or niche, perform competitor benchmarking using tools like SimilarWeb, Ahrefs, and SEMrush, analyze content, ad performance, and positioning, and present actionable recommendations.



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