

## Course Content of Digital Marketing (Platform - Swayam)



### Course layout

#### Week 1

1:Introduction to Digital Marketing and its Significance 2: Traditional Marketing Vs Digital Marketing  
3:Digital Marketing Process

#### Week 2

4:Website Planning and Development : Types of websites 5:Website Planning and Development : Keywords

#### Week 3

6:Understanding Domain and Webhosting 7:Building Website/Blog using CMS WordPress 8:Using WordPress Plug-ins

#### Week 4

9:Introduction to Search Engine Optimization 10:Keyword Planner Tools 11:On Page SEO Techniques- Indexing and Key Word Placement

#### Week 5

12:On Page SEO Techniques- Content Optimization 13:On Page SEO : Yoast SEO Plug-in 14:Off –Page SEO Techniques

#### Week 6

15:Email Marketing- Introduction and Significance 16:Designing e-mail marketing campaigns using Mail Chimp

#### Week 7

17:Building E-mail List and Signup Forms 18:Email Marketing Strategy and Monitoring 19:Email – Automization

#### Week 8

20:Pay Per Click Advertising: Introduction 21:Pay Per Click Advertising: Google Adword 22:Types of Bidding strategies

#### Week 9

23:Designing and Monitoring search campaigns 24:Designing and Monitoring Display campaigns

#### Week 10

25:Designing and Monitoring Video campaigns 26:Designing and Monitoring Universal App Campaigns

#### Week 11

27:Google Analytics : Introduction and Significance 28:Google Analytics Interface and Setup  
29:Understanding Goals and Conversions

#### Week 12

30:Monitoring Traffic Behavior and preparing Reports 31:Social Media Marketing : Introduction and Significance 32:Facebook Marketing : Introduction Types of Various Ad Formats

#### Week 13

33:Setting up Facebook Advertising Account 34:Understanding Facebook Audience and its Types  
35:Designing Facebook Advertising Campaigns

#### Week 14

36:Working with Facebook Pixel 37:Twitter Marketing: Basics 38:Designing Twitter Advertising Campaigns

#### Week 15

39:Introduction to LinkedIn Marketing 40:Developing digital marketing strategy in Integration form