

# Digital Marketing

Duration: 5 Months

## Objectives:

- ☞ Increase brand awareness
- ☞ Generate leads and increase conversions
- ☞ Drive website traffic
- ☞ Enhance customer engagement
- ☞ Measure and analyze campaign performance
- ☞ Stay ahead of competitors
- ☞ Build a strong online reputation
- ☞ Optimize marketing budgets
- ☞ Expand market reach
- ☞ Foster brand advocacy and loyalty

## Career Prospects:

- ☞ Digital Marketing Manager
- ☞ Social Media Manager
- ☞ Content Writer
- ☞ Search Engine Optimization Specialist
- ☞ Pay-per-click specialist



## WordPress

1. Install WordPress
2. Install Theme on localhost
3. Create page in WordPress
4. Create & Publish Post
5. Create Post & Add Categories
6. Limit Post per page
7. Create a separate page for blog posts
8. Setup a Homepage
9. Approve, Edit or delete comments
10. Enable and Disable Comments
11. Permalink Setting
12. New WordPress widgets section
13. Add image gallery
14. Change Logo and Title
15. Adding mobile menu using free plugin
16. Change Block Editor to Classic Editor
17. Show recent posts with thumbnails
18. Add RSS Feed on your WordPress
19. WP News and scrolling
20. Add testimonials showcase slider
21. Optimize and Compress WordPress images
22. Move localhost to live server
23. Add custom link to WordPress
24. Add social media icons
25. What is Post Type and Create custom post type
26. Add contact form 7
27. Display contact form 7
28. Redirect your contact form 7 to a thank you page
29. Show popup message
30. Add reCAPTCHA v3
31. Open contact form 7 in Popup using free plugin
32. Install & Setup easy WP SMTP in WordPress with contact form 7
33. Add date picker in contact form 7 using free plugin
34. Increase Maximum Execution Time
35. Add Google translator

## Laxmi Nagar

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36. Add Google Map
37. Add Google Analytics code
38. Add a Pre-loader to my website
39. Remove sidebar
40. Disable Automatic Updates
41. Reset password from phpMyAdmin
42. Disable comments
43. Setup FAQ section on your WordPress
44. Add social share buttons
45. Change the WordPress admin username
46. Add custom fonts
47. Change the footer copyright credits
48. Edit text editor with elementor
49. Create column layouts with elementor
50. Add text heading with elementor
51. Add image with elementor
52. Add Video with elementor
53. Add MAP with elementor
54. Add TABS with elementor
55. Add image carousel slider with elementor
56. Add progress bar with elementor
57. Add Counter with elementor
58. Add to Image gallery with elementor
59. Redirect non-www to www URL
60. Disable file editing option using WP-Config file
61. Add new users to your WordPress
62. Add call now button on WordPress
63. Add scroll button on WordPress
64. Create one page on WordPress
65. Hide breadcrumbs in WordPress
66. WhatsApp chat to WordPress
67. Change WordPress Website using Free Plugin
68. Change WordPress website
69. Twitter feeds on WordPress
70. Add Facebook video in WordPress
71. Make a coming soon & maintenance page in WordPress
72. Create duplicate page or Post in WordPress
73. Add Contact form using WPForm plugin

## Search Engine Optimization



1. Introduction to SEO
  - ☞ Introduction to Search Engines
  - ☞ Introduction to Ranking Factors
  - ☞ SEO Algorithms
  - ☞ Live Exercise: Understanding SEO
  - ☞ Fit for Business
2. Basic Excel & HTML for SEO
  - ☞ Basics Excel formatting
  - ☞ Key Excel function for SEO
  - ☞ Understanding HTML Webpage structure
  - ☞ Live Exercise: Search Robots vs User View
3. Keywords Planning & Research
  - ☞ Introduction to Keywords
4. Why are keywords being important in SEO?
  - ☞ Keyword Research Tools
  - ☞ Live Exercise: Keyword Research for Website
4. SEO Content Writing
  - ☞ Writing for SEO
  - ☞ How to avoid penalties
  - ☞ Value vs Keyword Stuffing
  - ☞ Live Exercise: Writing a SEO content copy
5. On Page SEO
  - ☞ Head Tags Optimization
  - ☞ Body Tags Optimization
  - ☞ Website structuring & URL's

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- ☞ Live Exercise: Optimized SEO page creation
- 6. Link Analysis & Off Page SEO
  - ☞ Link Analysis
  - ☞ Live Exercise: Competitor back link analysis
  - ☞ High value link building techniques
  - ☞ Black Hat Techniques & Why to avoid it.
  - ☞ Live Exercise: Link building
- 7. Webmaster Tools
  - ☞ Introduction to webmaster tool
  - ☞ Verifying webmaster code
  - ☞ Key Webmaster Reports
  - ☞ Live walkthrough: Using Webmaster for site audits
- 8. Local, International & Mobile SEO
  - ☞ Map listing optimization
  - ☞ Classified Submission
  - ☞ Live Exercise: Local SEO optimization
  - ☞ International SEO
  - ☞ Mobile SEO
  - ☞ Mobile SEO Audit
  - ☞ Mobile SEO Best Practices

## Online Advertising



- 1. Introduction to Online Advertisement
  - ☞ Some facts on Google Ads
  - ☞ Concepts of Google Ads Auction
  - ☞ Ads Creation
  - ☞ Structure of Google Ads Campaign
  - ☞ Negative Keywords in Google Ads
  - ☞ Understanding dashboard in Google Ads
  - ☞ Campaign goals in Google Ads
  - ☞ Create Search
  - ☞ Location Targeting
  - ☞ Language Targeting
  - ☞ Ad delivery methods
  - ☞ Bidding strategy
  - ☞ Conversions, Ad Scheduling & Rotation
  - ☞ Ad Google extension
  - ☞ Understanding Audience
  - ☞ Understanding Daily Budget
  - ☞ Understanding campaign status
  - ☞ Understanding bid strategy
  - ☞ Display Ads in Google Ads
  - ☞ Video Ads in Google Ads
  - ☞ Reports in Google Ads
  - ☞ Live Exercise
- 2. Bing Ads
  - ☞ Introduction to Bing Ads
  - ☞ Setting Up Bing search campaign
  - ☞ Bing Ads best practice
- 3. Facebook or Instagram Marketing
  - ☞ Facebook Campaign Structure
  - ☞ Role of social media in Customer Journey
  - ☞ Facebook Ad Objectives
  - ☞ Billing & Account Setup
  - ☞ Live Exercise: Creating FB Lead Generation Ads
- 4. Online Traffic Buying
- 5. Advance FB Advertising strategy
- 6. LinkedIn Advertising
- 7. Twitter Advertising
- 8. Remarketing & Recall Ads

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## YouTube Marketing

1. Introduction to YouTube
  - 🔗 Introduction to YouTube
  - 🔗 History of YouTube
  - 🔗 YouTube What's New
  - 🔗 Creating a channel
2. Developing a Strategy for Video Content
  - 🔗 Establish goals
  - 🔗 Define success metrics
  - 🔗 Analyze the competition
  - 🔗 Develop target audience
  - 🔗 Research trends and topics
3. Creating Successful Content for YouTube
  - 🔗 Find a theme for your content
  - 🔗 Introduction to vlogging
  - 🔗 Story building and development
  - 🔗 Creating playlists
4. Editing Content for YouTube
  - 🔗 Using YouTube Studio
  - 🔗 Editing captions and titles for SEO
  - 🔗 Editing content in YouTube Studio
  - 🔗 The importance of thumbnails
5. Monetization and Paid Advertising
  - 🔗 Ad creation best practices
  - 🔗 Ad analytics
  - 🔗 Adding monetization
  - 🔗 Video insights
6. How to use Shopify with YouTube
  - 🔗 Reasons to use Shopify
  - 🔗 Introduction to Shopify
  - 🔗 Create collections
  - 🔗 Manage shop across platforms
  - 🔗 Showcase brand and products



## Email Marketing

1. Introduction to Email Marketing
  - 🔗 What is email marketing
  - 🔗 The role of email marketing
  - 🔗 What is needed to succeed at email marketing
2. Building Your Email List
  - 🔗 A look at email permissions
  - 🔗 Mistakes to avoid
  - 🔗 Strategies for building your email list
3. Email Campaign Creation
  - 🔗 The three types of emails
  - 🔗 Mass email vs Automated email
  - 🔗 The different types of email campaigns and when to use each one
4. Designing Effective Emails
  - 🔗 The elements that affect email success
  - 🔗 Best practices for creating each element
  - 🔗 Best practices for email content
5. Email Campaign Optimization
  - 🔗 A/B Testing
  - 🔗 Optimizing open rates
  - 🔗 Optimizing click through rate
6. Email Deliverability
  - 🔗 Delivery vs Deliverability
  - 🔗 Developing a good email reputation
  - 🔗 Steps for ensuring email deliverability
  - 🔗 Email Lab: Create an email

## Extra Topics

1. Blogging
2. Canva

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## Tools



Google  
Dictionary



SEO  
Crawler



## Career Objectives:

*To utilize my expertise in digital marketing to drive strategic growth and achieve measurable results for organizations. I aim to leverage my skills in SEO, SEM, social media marketing, and data analytics to create impactful online campaigns, enhance brand visibility, engage target audiences, and optimize conversion rates. By staying abreast of emerging trends, I aspire to contribute to the success and profitability of businesses in the dynamic digital landscape.*



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