UNDERSTANDING DIGITAL MARKETING

Overview
Physical Vs Digital,
Case Studies
Website Essentials

SEARCH & DISPLAY CAMPAIGN

Crafting Perfect Ads
Ads Rotation
Conversion Tracking
Retargeting

ADS & BUSINESS MANAGER

Account Structure, Audience Interest
Finder Hacks, Pixels, Retargeting,
Conversion Tracking, Ad Creatives
Messenger Bots, Scaling Ads

LANDING PAGES

Call To Action
Responsiveness
Domain & Hosting
Content Creation
Tools

SEARCH ENGINE OPTIMIZATION

Science behind search
Meta tags, Anchor Text
Description
Keywords, URLS

INSTAGRAM, PINTEREST LINKEDIN, TWITTER MARKETING

Organic & Paid
Strategies, Tools &
Automation

Google Ads Network

Pay Per Click Model
Different Ad Formats
Extensions & Uses

Google Ads

BACKLINKING

DA, PA, Competitor Analysis
Guest Posts,
Infographics, Quora
Medium
Advance Strategies

EMAIL MARKETING

Creating Free Offers
Building Email
Lists, Sequence &
Automation

KEYWORDS RESEARCH

Significance
Tools
Bidding
Match Types &
Usage

YOUTUBE MARKETING

Production & Promotion,
Tags, Keywords Titles
Thumbnails
Growth Strategies

GOOGLE ANALYTICS SEARCH CONSOLE MY BUSINESS

Measuring & Improving Traffic,
Local SEO, Outranking Competitors

AD RANKING

AD Formats
Quality Score, CTR,
Search Query Report
Bidding Types
Optimization

SOCIAL MEDIA MARKETING

Understanding Customer Journey,
Psychology Behind Ads
Facebook Page Setup
Integrations, Publishing Tools

15+ AI TOOLS

ChatGPT, Grammarly, Copy.ai,
Jasper AI, Surfer SEO,
Scalenut, Pictory, Lumen,
Canva AI, Adcreative.AI,
Looka, Frase.io, Quillbot,
Adtext AI, MarketMuse