

Certified Digital Marketing: Special Course

- Complete Practical Course.
- 3 Months Course - Monday to Friday (2 hours Daily).
- Get Certified by UT Digital Media
- Get Google / Hubspot Certifications
- Tasks and Assignments during each Topic based on Practical Projects and Scenarios.
- Recordings will be available.
- Limited Seats
- Expert Trainer - Ankur Sir. (7 Yrs Experience)
- Note: Only Selected Students will be taken into the course.
- There will be private WhatsApp group with batchmates

Module	Day Frame	Module Name	Topic
1	Day 1	Fundamentals of Digital Marketing	<ul style="list-style-type: none"> ➤ What is Digital Marketing ➤ Benefits of Digital Marketing ➤ Scope Of Digital Marketing ➤ Requirements in Digital Marketing ➤ Types Of Marketing ➤ Job Opportunities In Digital Marketing
2	Day 2	Understanding Domain & Hosting	<ul style="list-style-type: none"> ➤ Introduction of Domain & Hosting ➤ Types of Domain & How to Select a Domain? ➤ What is Hosting, Types Of Hosting & How To Purchase Hosting?
3	Day 3	WordPress Installation	<ul style="list-style-type: none"> ➤ What is WordPress? ➤ Why We Use WordPress? ➤ Different CMS to Design Website Like WordPress? ➤ How to Install WordPress On Localhost? ➤ How to Install WordPress on Live Hosting Server? ➤ Wordpress Dashboard Overview ➤ What are Pages? ➤ What are the Important Pages according to the website? ➤ How do you create Pages in WordPress? ➤ WordPress Basic Settings ➤ What is Category & How do I create Category?
4	Day 4	Website Design - Continue	<ul style="list-style-type: none"> ➤ What are the Themes, Important themes according to the website

			<ul style="list-style-type: none"> ➤ How to install the Theme? ➤ What is the Header Menu & How to create It? ➤ What is Category Menu & How to Create It? ➤ What are Plugins & Important plugins for a WordPress Website? ➤ How to Install & Configure WordPress Plugins?
5	Day 5	Website Design - Continue	<ul style="list-style-type: none"> ➤ How to Create a Website Header based on the theme? ➤ How to create Footer Based on Theme? ➤ Page Design: Overview of Elementor ➤ Understanding of the designing process ➤ Elementor Basic Settings ➤ Design Page With Elementor ➤ Design Lead Form with Elementor & Configuration
6	Day 6	Elementor Designing	<ul style="list-style-type: none"> ➤ Elementor Basic Settings ➤ Design Page With Elementor ➤ Design Lead Form with Elementor & Configuration ➤ Design Custom Header & Footer with Elementor ➤ Design condition-based popup with Elementor
	Day 7	E-Commerce Website	<ul style="list-style-type: none"> ➤ Introduction of E-Commerce Website ➤ E-Commerce Plugin Configuration ➤ How to Create Product Category? ➤ How to Create Product Category Menu? ➤ What is Shipping Charges & How to Configure? ➤ How to Configure Taxes according to India ➤ Online Payment Integration ➤ How to Upload Single Products?
	Day 8	E-Commerce Product Upload	<ul style="list-style-type: none"> ➤ How to upload Variable Products? ➤ Configure Taxes & Shipping charges on Products? ➤ Bulk Uploading
	Day 9	SEO Introduction	<ul style="list-style-type: none"> ➤ What is SEO? ➤ Why is SEO important?

			<ul style="list-style-type: none"> ➤ What are Search Engines, and how do they work? ➤ What is SERP? ➤ SERP Features ➤ White hat vs Black hat vs Gray hat SEO
	Day 10	Keyword Research	<ul style="list-style-type: none"> ➤ What are keywords in SEO? ➤ Importance of Keyword Research ➤ Types of Keywords ➤ Understanding Search Intent ➤ LSI Keywords ➤ Best tools for keyword research ➤ How to do Keyword Research? ➤ Keyword Search Volume and Competition Analysis ➤ How to Find Long Tail Keywords? ➤ Reverse keyword research
	Day 11	On Page SEO	<ul style="list-style-type: none"> ➤ What is on-page SEO & its importance? ➤ How to optimize meta tags? ➤ How to write an effective meta title? ➤ What is Meta Description & How to write meta description?
			<ul style="list-style-type: none"> ➤ What are Heading Tags & How to Create? ➤ What is Meta Keywords? ➤ What is Image SEO? Important Factors? ➤ Internal linking strategies to rank a website? ➤ Optimise website for Voice SEO?
			<ul style="list-style-type: none"> ➤ What is Anchor text & How to create? ➤ What is the website structure and why it matter in SEO? ➤ SEO-friendly URL structure ➤ Subdomain vs directory for multilocation ➤ On-page SEO Checklist
	Day 12	SEO For Content	<ul style="list-style-type: none"> ➤ Role of Content in SEO ➤ Create Content Planning for Website or Blog ➤ Content Cluster Strategy ➤ Avoiding Keyword Cannibalization ➤ What is SEO-friendly content and its elements? ➤ Understanding keyword stuffing

			<ul style="list-style-type: none"> ➤ Google's Algorithms & Content Guidelines ➤ What is Plagiarism and how to avoid it? ➤ Analyzing content for improved CTR
	Day 13	Technical SEO	<ul style="list-style-type: none"> ➤ What is technical SEO and its importance? ➤ What is XML Sitemap & How to Create? ➤ What is an HTML sitemap & How to Create? ➤ What is Robots.txt file & How to Create? ➤ Canonical issue: How to resolve? ➤ Open Graph Tags & Twitter Card ➤ HTTPS and security considerations ➤ 404 page & Creating a Custom 404 page ➤ Finding & fixing broken links ➤ Setting up Redirections
	Day 14		<ul style="list-style-type: none"> ➤ Website speed and performance (with tools) ➤ Mobile friendliness and responsive design ➤ Crawl Budget Optimization ➤ Breadcrumbs ➤ Introduction to schema and its role ➤ Different Types of Schema ➤ How to create schema code? ➤ Validating code with Rich Results Test ➤ How to Check Schema on a page? ➤ Chrome Extensions for SEO Productivity
	Day 15	Search Console	<ul style="list-style-type: none"> ➤ Introduction to Google Search Console & its uses ➤ GSC vs GA ➤ How to set up GSC using various methods? ➤ Sitemap submission ➤ URL inspection ➤ Tracking performance, keywords, CTR, position ➤ Filtering and comparing performance ➤ Using Regex Filters & Indexing report ➤ Understanding and fixing technical issues ➤ What is Page Experience? ➤ What is Core Web Vitals? ➤ Mobile Usability ➤ Enhancements ➤ Security and Manual Actions

			<ul style="list-style-type: none"> ➤ URL removal
7	Day 16	Google Analytics / GA4	<ul style="list-style-type: none"> ➤ What is Google Analytics and how does it work? ➤ How to Set Up Google Analytics? ➤ Understanding Users, Views, Engagement Time, Event Count ➤ Bounce Rate ➤ User and traffic acquisition ➤ Source and medium concepts ➤ Concept of Events ➤ Demographics of the audience ➤ Devices & technology of visitors ➤ Concept of Monetization in GA4 ➤ How to create reports in GA4? ➤ How to customize reports in GA4?
	Day 17	Off Page SEO	<ul style="list-style-type: none"> ➤ Introduction to Off-page SEO ➤ Importance of backlinks in SEO ➤ Do follow vs no follow backlinks ➤ How to build backlinks? ➤ Infographic / Image submission ➤ Business listing ➤ QnA Submission
	Day 18		<ul style="list-style-type: none"> ➤ Guest posting and outreach ➤ PDF/PPT submission ➤ Article Submission ➤ Link Building Best Practices (Dos and Don'ts)
	Day 19	Local SEO + E-Commerce + International SEO	<ul style="list-style-type: none"> ➤ Local SEO <ul style="list-style-type: none"> ○ Setting up Google My Business (GMB) profile ○ NAP consistency (Name, Address, Phone Number) ○ Local citations and directories ○ Local SEO ranking factors ○ Local SEO optimization techniques ➤ E-Commerce SEO <ul style="list-style-type: none"> ○ Importance of eCommerce SEO

			<ul style="list-style-type: none"> ○ Traditional SEO vs eCommerce SEO ○ Creating High Quality Product Descriptions ○ User Generated Content and Reviews ○ SEO for Product Images ○ Schema Markup for Product Pages ○ Introduction to local SEO <p>➤ International SEO</p> <ul style="list-style-type: none"> ○ Introduction to International SEO ○ hreflang tags ○ URL Structure for International SEO ○ Best Practices
	Day 20	SEO with AI	<ul style="list-style-type: none"> ➤ Understanding the capabilities of ChatGPT ➤ Generating blog post ideas with ChatGPT ➤ Creating topic clusters within seconds ➤ Using ChatGPT for headline ideas ➤ Creating SEO-friendly content outlines ➤ Using ChatGPT strategically for SEO content ➤ Writing outreach emails for guest blogging ➤ Creating schema markup using ChatGPT
	Day 21	Facebook Ads Intro + Account Setup	<ul style="list-style-type: none"> ➤ What is Facebook Advertising? ➤ Benefits of Facebook Advertising ➤ Understanding Facebook Ads Ecosystem ➤ Creating a Facebook Business Manager Account ➤ Setting Up Your Facebook Ads Account ➤ Navigating Facebook Ads Manager
	Day 22	Understanding Campaign Structure	<ul style="list-style-type: none"> ➤ Overview of Campaigns, Ad Sets, and Ads ➤ Campaign Objectives and Their Uses ➤ Choosing the Right Objective for Your Goal
	Day 23	Ads Fundamentals	<ul style="list-style-type: none"> ➤ Ad Copy Fundamental <ul style="list-style-type: none"> ○ Understanding Facebook Ad Formats ○ Creating Effective Ad Copy ○ Designing Eye-Catching Ad Creatives ➤ Understand Audience Targeting & Types <ul style="list-style-type: none"> ○ Understanding Facebook Audiences

			<ul style="list-style-type: none"> ○ Saved Audience, ○ Custom Audience, ○ Lookalike Audiences <ul style="list-style-type: none"> ➤ Facebook Ad Angle ➤ Fundamental Of Facebook Supportive UGC Content ➤ Facebook Ads Chatgpt Script ➤ Creative Performance Matrix
	Day 24	Ad Placement + Bidding + Troubleshooting	<ul style="list-style-type: none"> ➤ Facebook Ad Placement <ul style="list-style-type: none"> ○ Automatic vs. Manual Placements ○ Understanding Placement Types (Feed, Stories, Reels) ○ Choosing the Best Placements for Your Ads ➤ Budget & Bidding <ul style="list-style-type: none"> ○ Understanding Campaign Budget Optimization (CBO) ○ Setting Daily vs. Lifetime Budgets ○ Bidding Strategies: Lowest Cost vs. Cost Cap ➤ Troubleshooting <ul style="list-style-type: none"> ○ Understanding Ad Rejections ○ Resolving Account Restrictions ○ Best Practices for Policy Compliance
	Day 25	Traffic Campaign	<ul style="list-style-type: none"> ➤ Website Traffic Ad Setup, ➤ Facebook Insights, ➤ Ad Tips What is Brand Safety? ➤ Block lists, Inventory filter, ➤ Topic exclusions for Facebook in-stream videos, Content type exclusions. ➤ Publisher List, Delivery Reports
	Day 26	Facebook Pixel Setup In the Right Way	<ul style="list-style-type: none"> ➤ Using Facebook Pixel Effectively ➤ Event Tracking and Custom Conversions
	Day 27	Lead Generation	<ul style="list-style-type: none"> ➤ Lead Generation Ad Setup, ➤ Lead Form Setup ➤ Generate Lead through Call ➤ Generate Lead through Instagram ➤ Generate Lead through WhatsApp

			<ul style="list-style-type: none"> ➤ Facebook Insights ➤ Optimizing for Lead Quality
	Day 28	Facebook Shopping Ads	<ul style="list-style-type: none"> ➤ Creating Ads for Product Sales ➤ Create Product Feed in Facebook ➤ Using Dynamic Product Ads ➤ Optimizing E-commerce Campaigns
	Day 29	Retargeting & Conversion Setup + Reporting Analysis	<ul style="list-style-type: none"> ➤ Retargeting & Conversion Setup <ul style="list-style-type: none"> ○ Setting Up Retargeting Campaigns ○ Segmenting Retargeting Audiences ○ Dynamic Retargeting with Facebook Ads ○ Facebook Ads Conversion Setup ➤ Reporting Analysis + Team Work <ul style="list-style-type: none"> ○ Generating Campaign Performance Reports ○ Understanding Attribution Models ○ Using Data to Improve Future Campaigns
	Day 30	Introduction to Google Ads + Account Setup	<ul style="list-style-type: none"> ➤ What is Google Advertising? ➤ Benefits of Google Ads ➤ Google Ads Ecosystem Overview ➤ Creating a Google Ads Account ➤ Understanding Google Ads Interface ➤ Setting Up Billing and Preferences ➤ Overview of Campaign Types (Search, Display, Shopping, Video, Discovery) ➤ Choosing the Right Campaign Type for Your Goal ➤ Key Differences Between Campaign Types
	Day 31	Keyword Research + Profitability Calculation	<ul style="list-style-type: none"> ➤ Understanding Keywords and Match Types ➤ Using Google Keyword Planner ➤ Building a Keyword List ➤ Forecasting Keywords ➤ Analysis Competitor Ads ➤ Keyword Profitability Calculation
	Day 32	Audience Targeting + Bidding Strategy	<ul style="list-style-type: none"> ➤ Bidding Strategy <ul style="list-style-type: none"> ○ Understanding Campaign Budgets ○ Bidding Strategies: Manual CPC, Enhanced CPC, Target CPA, Target ROAS ○ Setting Budgets for Maximum ROI

			<ul style="list-style-type: none"> ➤ Audience Targeting <ul style="list-style-type: none"> ○ Understanding Google Ads Audiences ○ Custom Audiences and In-Market Audiences ○ Using Remarketing Lists
	Day 33	Search Campaign + Ad Extension	<ul style="list-style-type: none"> ➤ Setup Search Campaign <ul style="list-style-type: none"> ○ Creating Your First Search Campaign ○ Ad Groups and Their Importance ○ Writing Effective Search Ads ➤ Ad Extensions <ul style="list-style-type: none"> ○ Introduction to Ad Extensions ○ Types of Ad Extensions (Sitelinks, Callouts, Structured Snippets, etc.) ○ Best Practices for Using Ad Extensions
	Day 34	Setup Display + Video Campaign	<ul style="list-style-type: none"> ➤ Display Campaign <ul style="list-style-type: none"> ○ Overview of Display Campaigns ○ Creating Display Ads ○ Targeting Options in Display Campaigns ➤ Video Campaign <ul style="list-style-type: none"> ○ Introduction to Video Ads ○ Creating a Video Campaign on YouTube ○ Targeting Options for Video Campaigns
	Day 35	Google Shopping Campaign	<ul style="list-style-type: none"> ➤ Overview of Google Shopping Ads ➤ Setting Up a Merchant Center Account ➤ Creating a Shopping Campaign
	Day 36	Performance Tracking + Optimization Techniques	<ul style="list-style-type: none"> ➤ Performance Techniques <ul style="list-style-type: none"> ○ Key Metrics in Google Ads (CTR, CPC, Quality Score) ○ Using Google Ads Reports ○ Understanding Conversion Tracking ➤ Optimization Techniques <ul style="list-style-type: none"> ○ Improving Quality Score ○ Ad Testing ○ Optimizing Underperforming Campaigns
	Day 37	Google Analytics Integration +	<ul style="list-style-type: none"> ➤ Google Analytics Integration <ul style="list-style-type: none"> ○ Connecting Google Ads with Google

		Advanced Features	<ul style="list-style-type: none"> Analytics <ul style="list-style-type: none"> ○ Analyzing Campaign Performance in Google Analytics ○ Setting Up Goals and Events ➤ Advance Features <ul style="list-style-type: none"> ○ Smart Campaigns and Automated Bidding ○ Dynamic Search Ads ○ Setting Up a Remarketing Campaign ○ Creating Remarketing Lists ○ Dynamic Remarketing for E-commerce
	Day 38	Youtube Ads	<ul style="list-style-type: none"> ➤ Types of YouTube Ads ➤ Creating Effective Video Ads ➤ Analyzing YouTube Campaign Performance
	Day 39	Common Issues and Troubleshooting	<ul style="list-style-type: none"> ➤ Resolving Ad Disapprovals ➤ Understanding and Fixing Policy Violations ➤ Best Practices for Compliance ➤ Doubt Session
8	Day 40	Google Tag Manager	<ul style="list-style-type: none"> ➤ What is GTM ➤ Setup Google Tag Manager ➤ Why are GA & GTM connected in the website ➤ Components in GTM ➤ What is Tag, Trigger & Variables ➤ Button Click Tracking, ➤ URL Tracking, ➤ All Link Tracking, ➤ Outbound Link Tracking ➤ File Download Tracking, ➤ Image Visibility Tracking,
9	Day 41	Google Tag Manager Day 2 Trackings	<ul style="list-style-type: none"> ➤ WPContact Form 7 Submit tracking, ➤ Google Ads Conversion Tracking, ➤ Thank You Page Tracking ➤ Pop up Tracking, ➤ AJEX Form Tracking ➤ Text Copy tracking, ➤ WhatsApp button tracking,
10	2-3 Classes	Interview Prep.	<ul style="list-style-type: none"> ➤ How to Prepare for Interview / Mock Interviews after every Module

