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Digital Marketing Course Syllabus

Search Engine Optimization

- What is SEO?
- How does SEO work?
- On-Page SEO
- Off-Page SEO
- Local SEO
- Introduction to WordPress
- Use of WordPress
- Setting up wordpress
- Website Creation,
- Web Page Creation
- Google Analytics
- Back Time Traffic
- Audience Sources
- Reports
- Google Search Console
- Structured Data
- Accelerated Mobile Pages
- Google Index
- Website Errors
- Links

Social Media Marketing

- Importance of Facebook
- Facebook for achieving my business
- Creating a Company / Business Page
- Establishing your online Presence
- Importance of Twitter
- Is Twitter important for my business?
- How to tweet for a maximum result?
- Importance of LinkedIn
- Hashtags on LinkedIn
- How to create a YouTube channel
- YouTube Keyword Research
- YouTube Video Optimization
- Facebook Business Manager
- Facebook Ads
- How to setup a Facebook Pixel Code?
- Instagram Ads
- What is LinkedIn advertising?
- Google Ad-Words Account Setup
- Video Ads
- Display Ads
- Search Ads
- Remarketing Ads

and More

- Email Marketing
- How does Email Marketing Work.
- Creating Email Content
- Affiliate Marketing
- Sources to make money online
- Applying for an Affiliate
- Payments & Payouts
- Blogging
- Google AdSense Account Set up
- Placing Ads on website
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- AdSense Administration
- Different types of Ads
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