

# Digital Marketing Course Module

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## Introduction

The **Digital Marketing Course** by **Sanjay Choubey** is designed to provide in-depth knowledge and practical skills in digital marketing. Covering key areas such as **SEO, AEO, GEO, SEM, Social Media Marketing, Email Marketing, Copywriting, Freelancing, Affiliate Marketing, and E-Commerce Advertising**, this course equips learners with essential tools and strategies to excel in the digital space. By the end of the course, students will be well-prepared for careers in digital marketing, freelancing, or growing their businesses online.

## Search Engine Optimization (SEO)

### Introduction to SEO

- What is Search Engine?
- History of Search Engines
- How Search Engines Work
- Importance of SEO in Digital Marketing

### Keyword Research

- Competitor Analysis
- Keyword Filtering with Metrics
- Keyword Mapping & Categorization
- Primary & Secondary Keywords
- Short Tail & Long Tail Keywords
- Keyword Difficulty
- Google Suggest & Keyword Planner

### On-Page SEO

- Understanding Website Build-up

- On-Page/Internal Optimizations with Best Practices
- Meta Tags
- Heading Tags
- URL Optimization
- Keyword Inclusion
- Image Optimization
- Internal Links
- Sitemaps
- Robots.txt

## **Technical SEO**

- Speed Optimization
- Page Size
- Server Response Time
- Plagiarism Check
- Canonicalization
- Schema Markup
- Understanding SSL (Http Vs Https)
- Indexation & Search Console Registration
- Auto-Indexing
- Search Console Walkthrough
- Redirects
- Mobile Optimization
- Google Analytics

## **Off-Page SEO**

- Introduction to Off-Page SEO
- Backlinks: Importance & Strategies
- Do-Follow vs. No-Follow Links
- Link Building Strategies
- Directory Listings
- Blog Submissions
- Guest Posting
- Press Release
- Social Bookmarking
- Commenting
- PPT Submission
- Article Submission
- Image Submission
- Video Submission
- Forum Posting

## **◆ SEO (Search Engine Optimization) – How to Do**

- Do keyword research (Google Keyword Planner, Ahrefs, SEMrush)

- Optimize titles, meta descriptions, URLs
- Use proper headings (H1, H2, H3) with keywords
- Add internal linking & external authoritative links
- Improve website speed, mobile-friendliness, and HTTPS security
- Fix crawl errors, broken links, duplicate content
- Publish high-quality, long-form content
- Add images, videos, infographics for engagement
- Build backlinks via guest posts, PR, citations
- Track results with Google Analytics & Search Console

## ◆ **AEO (Answer Engine Optimization) – How to Do**

- Target conversational queries (what, why, how, when, where)
- Optimize for long-tail and question-based keywords
- Create FAQ sections with short, direct answers (40–60 words)
- Add structured data (FAQ schema, How-to schema, Product schema)
- Write in a natural, conversational tone (voice-friendly)
- Optimize for voice search and mobile devices
- Focus on local searches (e.g., “near me” queries)

## ◆ **GEO (Generative Engine Optimization) – How to Do**

- Create in-depth, authoritative content (cover all angles of a topic)
- Follow **E-E-A-T** (Expertise, Experience, Authoritativeness, Trustworthiness)
- Add author bios, credentials, and references in content
- Structure content with clear sections and sub-questions
- Use multiple formats (blogs, videos, podcasts, infographics)
- Get brand mentions and citations via digital PR
- Stay updated with AI-powered search engines (Google SGE, Bing Chat, ChatGPT)
- Optimize for context-rich queries that AI may use in responses

### **SEO Metrics**

- Page Rank (Google)
- Domain Authority & Page Authority (Moz)
- Spam Score

### **Local SEO**

- Introduction to Google My Business
- Business Listings with NAP Consistency
- Local Listings & Local Pages
- Online Reviews

## **Search Engine Marketing (SEM) - Paid Marketing**

## **Introduction to SEM**

- Overview of Search Engine Marketing
- Difference Between SEO & SEM
- Importance of SEM in Digital Marketing

## **Google Ads**

- Google Ads Fundamentals
- Setting Up a Google Ads Account
- Understanding Campaign Types
- Keyword Research and Match Types
- Creating Effective Ad Copy
- Bidding Strategies and Budgeting

## **SEM Analytics & Reporting**

- Google Analytics for SEM
- Conversion Tracking & Goals
- Analyzing and Interpreting Reports

## **Social Media Marketing (SMM)**

### **Introduction to Social Media Marketing**

- Difference Between Organic & Paid Social Media
- Identifying Strategies Used by Brands
- Creating a Content Calendar

### **Facebook & Instagram Marketing**

- Creating Business Pages
- Understanding Social Media Algorithms
- Auditing Business Pages
- Creating High-Performing Content
- Facebook Pixel & Case Studies
- Creating & Curating Ad Creatives
- Running Facebook & Instagram Ads
- Meta Ad Optimization
- Understanding Meta Ads Metrics
- Evaluating ROI & ROAS
- Creating FB Ad Reports
- Performing A/B Testing on Ads

### **LinkedIn Marketing**

- Setting Up a LinkedIn Business Page
- Identifying Content that Works on LinkedIn

- Running LinkedIn Ads

## **YouTube Organic Growth**

- Creating & Generating Ideas for YouTube Channels
- Uploading & Optimizing Videos
- Channel Optimization Strategies

## **Email Marketing**

### **Introduction to Email Marketing**

- Finding Data for Email Campaigns
- Email Marketing Strategies

## **Web Analytics & Google Analytics**

### **Introduction to Web Analytics**

- Understanding the Importance of Web Analytics
- Creating a Google Analytics Account
- Navigating the Google Analytics Interface
- Setting Up Google Analytics
- Installing Google Analytics Tracking Code
- Setting Up Goals & Conversions
- Configuring E-commerce Tracking
- Integrating Google Analytics with Other Google Products

### **Advanced Reporting & Customization**

- Customizing Dashboards & Reports
- Using Advanced Segments
- Creating Custom Reports
- Setting Up and Using Custom Dimensions & Metrics

## **Quora & Other Social Media Marketing**

### **Quora Marketing**

- Setting Up an Account
- Basics of Research
- Driving Traffic from Quora
- Common Mistakes to Avoid
- Personal Branding through Quora
- Running High Converting Ads on Quora

## **Copywriting for Digital Marketing**

- What is Copywriting?
- Role of a Copywriter
- Qualities of Good Copywriting
- Essentials of a Good Copy
- Copywriting Examples
- How to Become a Copywriter

## **Freelancing in Digital Marketing**

- Why Freelance?
- Pros & Cons of Freelancing
- Full-time vs. Part-time Freelancing
- Professionalism, Communication, & Time Management Tips
- Understanding Payment Models & Pricing Strategies
- Freelance Taxes & Invoicing
- Client Outreach & Networking
- Sustaining Clients & Personal Branding
- Proposal Writing & Common Mistakes
- Handling Client Objections

## **Graphic Design Basics & Canva**

- Introduction to Canva
- Design Elements & Principles

## **E-Commerce Advertising**

### **Amazon Ads**

- Creating & Managing Amazon Ad Campaigns
- Targeting Options: Keywords, Products, Categories, Interests
- Optimizing Ad Budgets & Bids
- Amazon Ad Metrics & Reporting

### **Flipkart Advertising**

- Introduction to Flipkart Ads
- Creating & Managing Flipkart Ad Campaigns
- Targeting Techniques on Flipkart
- Budgeting & Bidding Strategies
- Measuring Ad Performance: Metrics & Reports

## **Affiliate Marketing**

- Finding Profitable Offers
- Spying on Competitor Campaigns
- Running Profitable Campaigns

- Scaling Successful Campaigns
- Tools Used by Super Affiliates

## **Earning Opportunities After Learning Digital Marketing**

- Freelancing
- Blogging
- Getting a Job
- Creating Your Own Project
- Using Digital Marketing in Your Own Business



**Thank you!**

