

Digital Marketing Training and Internship Syllabus

15 Days - Basic Digital Marketing Overview

- **Introduction to Digital Marketing**
 - Definition, Scope, and Importance
 - Digital Marketing vs. Traditional Marketing
- **Fundamentals of SEO**
 - Introduction to Search Engine Optimization
 - Basics of Keyword Research
 - On-Page SEO (Meta Tags, Titles, Descriptions)
- **Introduction to Social Media Marketing**
 - Overview of Popular Platforms (Facebook, Instagram, LinkedIn)
 - Basics of Content Strategy
- **Introduction to Google Ads**
 - Overview of Google AdWords
 - Basics of PPC Campaigns

30 Days - Foundation Course

- **Includes 15-Day Modules**
- **Advanced SEO**
 - Off-Page SEO (Backlinks, Directories)
 - Introduction to Technical SEO
- **Social Media Marketing**
 - In-depth Platform-Specific Strategies
 - Basics of Paid Ads on Facebook & Instagram
- **Google Analytics Basics**
 - Overview of Analytics Tools
 - Understanding Traffic Reports
- **Email Marketing Basics**
 - Introduction to Email Campaigns
 - Best Practices for Engagement

45 Days - Intermediate Level

- **Includes 30-Day Modules**
- **Content Marketing**
 - Writing Engaging Blogs

- Content Calendar Creation
- Basics of Video Marketing
- **Advanced Google Ads**
 - Keyword Match Types
 - Ad Copywriting Techniques
 - A/B Testing in Ads
- **Social Media Paid Campaigns**
 - Audience Targeting and Retargeting
 - Budget Management

60 Days - Comprehensive Training

- **Includes 45-Day Modules**
- **Affiliate Marketing Basics**
 - Affiliate Networks Overview
 - Monetization Strategies
- **E-commerce Marketing**
 - Product Listings Optimization
 - Driving Traffic to E-commerce Stores
- **Mobile Marketing**
 - Mobile-Friendly Campaigns
 - Introduction to App Store Optimization
- **Website Optimization**
 - Landing Page Best Practices
 - Introduction to UX/UI Principles