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## *DIGITAL FOLKS COOPERATION*

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### **Complete Digital Marketing Course Structure** **Unlock 12 Powerful Modules Designed for Practical Success**

#### **Module 1: Introduction to Digital Marketing**

What is **Digital Marketing?**

Difference Between Traditional & Digital Marketing

Importance of Digital Marketing

Career Opportunities

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#### **Module 2: Website Planning & Development**

Understanding **Domain & Hosting**

What is WordPress?

Installing WordPress

Website Building (Business/Portfolio)

Themes, Plugins, Widgets

Customization (Header, Footer, Menus)

SEO Setup for Website

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#### **Module 3: Search Engine Optimization (SEO)**

##### **SEO Basics**

What is SEO?

Types of SEO: On-Page, Off-Page, Technical

Google Search Structure

##### **On-Page SEO**

Title Tag

Meta Tags & Meta Keywords

Alt Tags

URL Optimization

Sitemap, Robots.txt

Internal & External Linking

Schema Tags

Canonical Tags, NoFollow/DoFollow

Open Graph, Rich Snippets

LSI, Tel, Email Tags

### **Off-Page SEO**

Blog Submission & Commenting

Directory & Classified Submissions

Forum Posting

Social Bookmarking

Profile & Guest Posting

Q&A, Infographic, PDF/PPT Sharing

Press Releases

Local Listings, Citations

Backlinking

### **Technical SEO**

Website Speed Optimization

Mobile Friendliness

HTTPS & Site Security

Crawl Errors Fixing

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## **Module 4: Google Tools for SEO**

Google Search Console

Google Analytics

Google Tag Manager

Google My Business

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## **Module 5: Content Marketing**

What is Content Marketing?

Content Creation Strategy

SEO-Friendly Content

Types of Content (Text, Image, Video)

Using Canva & Photoshop Basics

PPT Making

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## **Module 6: Social Media Optimization (SMO)**

### **Facebook**

Creating Business Pages

Groups, Events, Job Posts **Instagram**

Business Profile Setup & Promotion **LinkedIn, Twitter, Pinterest**

Profile Optimization

Post Planning & Scheduling

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## **Module 7: Paid Marketing (PPC)**

### **Google Ads**

Search, Display, Video Ads

Ecommerce & App Install Ads

Remarketing & Lead Ads

### **Facebook Ads**

Page Promotion, Website Traffic

Video Promotions & Leads

Targeting & Retargeting

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### **Module 8: Email & WhatsApp Marketing**

Email Campaigns (Tools: Mailchimp etc.)

WhatsApp Business Tools

Broadcast & Automated Messaging

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### **Module 9: Affiliate & Influencer Marketing**

What is Affiliate Marketing?

Strategy to Earn Through Affiliate Links

Finding Affiliate Products

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### **Module 10: Online Money-Making Strategies**

Freelancing Platforms (Fiverr, Upwork)

Blogging & Monetization

Vlogging & YouTube Promotions

Lead Generation & Freelance Client Handling

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### **Module 11: Certifications & Tools**

Google Certifications

Ahrefs, SEMrush, Hootsuite

Canva, Photoshop

ChatGPT for Marketing Tasks

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### **Duration: 90 Days (180 Hours Program)**

Practical Training

Real-Time Projects

100% Placement Assistance

Tool Training Included

**Location:** Digital Folks, Vishnu Vihar, Dehradun

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## • CERTIFICATION

- Google Analytics Certification
- Google Ads Certification