

## **Digital Marketing Duration 30 HRS**

### **1. Introduction to Digital Marketing**

Overview of Digital Marketing

Traditional Marketing vs. Digital Marketing

Importance and Benefits of Digital Marketing

Current Trends and Future of Digital Marketing

### **2. Search Engine Optimization (SEO)**

Basics of Search Engines

Keyword Research and Analysis

On-Page and Off-Page SEO

Technical SEO (Site Speed, Schema Markup, etc.)

SEO Tools and Techniques

Local SEO and Google My Business

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

Introduction to Social Media Marketing

Creating a Social Media Strategy

Social Media Platforms

(Facebook, youtube,Instagram, Twitter, LinkedIn, etc.)

Social Media Advertising (Paid Campaigns)

Community Management and Engagement

Social Media Analytics

### **4 Affiliate Marketing**

Introduction to Affiliate Marketing

Setting Up an Affiliate Program

Choosing the Right Affiliates

Managing Affiliate Relationships

Tracking and Measuring Affiliate Performance