

eShikhon Digital Marketing Course Curriculum

Total Class: 46

MODULE 1: DIGITAL MARKETING BASICS & TOOLS

- Introduction To Online Digital Marketing
- Importance Of Digital Marketing
- How did Internet Marketing work?
- Traditional Vs. Digital Marketing
- Types of Digital Marketing
- Common Jargons Used on Digital Marketing

MODULE 1: BASIC IMAGE AND VIDEO EDITING

- Filmora for Video Editing
- Canva for Image Content Creation

MODULE 2: SOCIAL MEDIA OPTIMIZATION (SMO)

- Introduction To Social Media Networks
- Types of Social Media Websites (Facebook, LinkedIn etc.)
- Social Media Optimization Concepts
- Hashtags
- Social Media Content Creation (Image, Text, Videos)
- How to Create Strong Profile
 1. Facebook
 2. Instagram
 3. X(Twitter)
 4. LinkedIn
 5. Pinterest

MODULE 3: SOCIAL MEDIA MARKETING (SMM)

- Social media advertising concept
- Selecting perfect social media platform based on the target audiences

Meta (Facebook) Marketing

- Fan Page Vs Profile Vs Group
- Facebook marketplace and product catalogue
- Creating Facebook Page For Business
- Business Manager/ Business Suit, Business Account and Ads Manager, Ads Account & Payment Modes
- Facebook Advertising And Its Types In Detail
- Creating Advertising Campaigns
 - Campaign Setup, Performance monitoring, Analysis, and Implementation
 - Right Target Audience Selection
 - Weekly and Monthly Ads Report Generation
- Facebook Pixel (Will be taken on module 16)

Instagram

- Introduction to Instagram Marketing
- Creating a Winning Instagram Strategy
- Optimizing Your Instagram Profile
- Content Creation and Curation
- Instagram Engagement Strategies
- Instagram Ads and Analytics
- Instagram Stories and IGTV Marketing
- Influencer Marketing on Instagram

X (Formerly Twitter)

- How to create and curate profile on X
- Followers, Retweets, Clicks,
- Conversions, Hashtags
- Follow Niche Users
- Create a post that can increase engagement
- X ads Campaign

LinkedIn Optimization

- Introduction to LinkedIn Marketing
- Individual Profile Vs. Company Profile
- Building a Strong LinkedIn Profile
- Content Marketing on LinkedIn
- Building and Engaging Your Network
- LinkedIn for Company Pages
- Advertising and Sponsored Content
- Analytics and Reporting

Pinterest

- What is Pinterest & How to Use Pinterest for Business
- How to Create & Optimized Pinterest Profile & Boards
- Driving Website Traffic with Pinterest
- Pinterest Analytics and Reporting

TikTok

- Introduction to TikTok Marketing
- Account Setup and Optimization
- Content Creation and Strategy
- Marketing Tools and Features
- Community Engagement
- Metrics and Performance Analysis
- Legal and Ethical Considerations

Exam – Mid Term 1

MODULE 4: CREATING A WORDPRESS WEBSITE

- What is WordPress?
- Role of learning WordPress in Digital Marketing
- WordPress.com vs WordPress.org
- Domain registration and hosting
- WordPress installation & Setup
- WordPress Themes & Plugins
- Creating a WordPress website & blog
- Using WordPress for Blogging

MODULE 5: SEARCH ENGINE OPTIMIZATION (SEO)

- Introduction To Search Engine Optimization
- How search engines work
- Understanding the SERP
- Crawling & Indexing

MODULE 6: ANALYSIS AND KEYWORD RESEARCH

- The role of keywords in SEO
- Types of Keywords
- Keyword Research & Analysis on Google Keyword Planner Tool
- Pick The Right Keyword For Project
- Competitor Website Keyword Analysis

MODULE 7: CONTENT MARKETING

- Introduction to Content Marketing
- Content Marketing Strategy
- Content Marketing Strategies & Formula
- Writing Optimized and Engaged Content
- Content Bucketing
- Measuring and analyzing content performance

MODULE 8: ALGORITHM UPDATES AND ANALYSIS

- Understanding Major Search Engine Algorithm Updates
- Roles and Responsibilities of Algorithm
 - Panda & Penguin
 - Pirate
 - Hummingbird
 - Pigeon
 - Rank Brain
 - Possum
 - Fred
 - BERT
 - Medic
- Google Penalties
- Prevention Of Algorithm Penalties to Website

MODULE 9: ON-PAGE OPTIMIZATION

- Conducting On-Page Audit
- Title Tag, Meta Description, Canonical Tag, Header Tag Optimization
- Optimization on multi-media file optimization (Images, Videos, etc.)
- URL Structure, Internal Linking, No-Follow, And Do-Follow Link
- 301 Redirection, 404 Error Pages
- Creating XML Sitemap, Robot.txt
- Page Performance Monitoring and Updating

MODULE 10: GOOGLE SEARCH CONSOLE

- Introduction to Google Search Console
- Adding site and verification
- Search Performance Analysis
- Index Coverage and URL Inspection
- Sitemaps and Robots.txt
- Mobile Usability and Core Web Vitals
- Security Issues and Manual Actions
- Enhancing Search Appearance
- Google Search Console Reports and Insights

MODULE 11: OFF-PAGE OPTIMIZATION

- Introduction to Off-Page SEO
- Link Building Fundamentals
 - Types of backlinks (dofollow, nofollow)
 - Identifying high-quality vs. low-quality backlinks
 - Link anchor text and its impact

- Ethical link building practices
- **Link Building Strategies**
 - Guest posting and outreach
 - Creating and managing linkable assets
 - Broken link building
 - Competitor backlink analysis
 - Social media engagement and its impact on links
- Difference Between White Hat And Black Hat SEO
- **Link Acquisition Techniques**
 - Web 2.0 Submission
 - Social Bookmarking Submission
 - Article Submission
 - Multimedia Submission
 - Forum Submission
 - PDF Submission
 - Classified Submission
 - Business Listing
 - Blog Commenting
 - Profile link creations

MODULE 12: TECHNICAL OPTIMIZATION

- Conducting Technical Audit
- Website speed and performance optimization
- Mobile-friendliness and responsive design
- Site architecture and crawlability
- Schema mark-up and structured data

MODULE 13: LOCAL SEO

- Creating and Claiming a GMB Listing
- Optimizing GMB Profile Information
- GMB Posts and Updates
- Insights and Analytics

Exam - Mid Term 2

MODULE 14: VIDEO MARKETING THROUGH YOUTUBE

- YouTube channel creation and optimization
- Effective ways to create video content for digital marketers
- On-page SEO for YouTube Video
 - Tag and keyword
 - Competitor analysis
- Implementing off-page SEO for YouTube video

MODULE 15: EMAIL MARKETING

- Introduction to Email Marketing
- Building and Managing Email Lists
- Email Campaign Strategy
- Crafting Engaging Email Content
- Email Automation
- Email Marketing Metrics and KPIs
- Email Marketing Tools and Software
- Email Marketing Challenges and Solutions
- Creating an Email Marketing Plan

MODULE 16: GOOGLE WEB ANALYTICS

- Introduction to Web Analytics
- Navigating the Google Analytics Interface
- **Understanding Key Metrics**
 - Bounce rate, session duration, and pages per session
 - Conversion rate and conversion tracking
 - Traffic sources, channels, and mediums
- **Advanced Reporting and Segmentation**
 - Custom reports and dashboards
 - Creating and using advanced segments
 - Using secondary dimensions for deeper insights
- **Mobile and Cross-Device Analytics**
 - Mobile tracking and responsive design considerations
 - Cross-device tracking with User-ID
- **Campaign Tracking and UTM Parameters**
 - Understanding campaign tracking
 - Creating UTM parameters for tracking campaigns
 - Analysing marketing campaigns
- **Social Media and Advertising Analytics**
 - Tracking social media interactions
 - Integrating Google Analytics with Google Ads
 - Measuring ad performance
- **Customization and Advanced Features**
 - Introduction to Google Tag Manager
 - Custom dimensions and metrics
 - Real-time analytics and intelligence events
- **Data Analysis and Interpretation**
 - Analysing data to make data-driven decisions
 - Identifying trends and opportunities
 - Creating data-driven reports and recommendations
- **Setting Up Goals and E-commerce Tracking**

MODULE 17: SEARCH ENGINE MARKETING (GOOGLE ADS)

- Introduction to Paid Search Engine Marketing
- Ad Copywriting
- Bidding Strategies
- **Ad Extensions and Formats**
 - Site link and Callout Extensions
 - Structured Snippets and Price Extensions
 - Ad Formats for Display and Video Campaigns
 - Responsive Search Ads
- **Display Advertising and Remarketing**
 - Introduction to Display Advertising
 - Setting Up Display Campaigns
 - Creating Effective Display Ads
 - Remarketing Strategies
- **Tracking and Measuring SEM Success**
 - Key Performance Indicators (KPIs)
 - Performance Metrics and Reports
 - A/B Testing
 - ROI Calculation and Budget Management

MODULE 18: GOOGLE TAG MANAGER

- **Introduction to Google Tag Manager**
- **Tag Configuration and Tracking**
 - Understanding Tags, Triggers, and Variables
 - Tracking Page Views

- Event Tracking and Custom Events
- **Integration with Third-Party Tools**
 - Integrating GTM with Google Analytics
 - Integrating GTM with Google Ads
 - Integrating GTM with Facebook Pixel
- **Troubleshooting and Problem Solving**
 - Common GTM Issues and Errors
 - Debugging Techniques
 - Handling Data Discrepancies
- **Conversion Tracking and Goal Setting**

MODULE 19: WEB & SOCIAL MEDIA REMARKETING

- Understanding of Remarketing
- Why Remarketing Matters in Modern Digital Advertising
- The Role of Remarketing in the Sales Funnel
- **Setting Up Remarketing**
 - Creating and Installing Remarketing Pixels
 - Setting Up Remarketing Tags
- **Remarketing on Google Ads**
 - Google Ads Remarketing Campaign Types (Standard, Dynamic, Remarketing Lists for Search Ads)
 - Bidding Strategies for Remarketing
 - Ad Formats and Ad Extensions for Remarketing
- **Remarketing on Social Media Platforms**
 - Facebook and Instagram Remarketing Strategies
 - Twitter and LinkedIn Remarketing Best Practices
 - Leveraging Social Media Ad Formats for Remarketing
- **Legal and Ethical Considerations**
 - GDPR and Privacy Concerns in Remarketing
 - Adherence to Advertising Regulations
 - Data Protection and User Consent

REVIEW CLASS 1 & CAPSTONE PROJECT

- Recapping Previous Classes Through Q&A
- Students apply digital marketing concepts and strategies to create a real-world digital marketing campaign.
- Developing a comprehensive digital marketing plan and executing it.
- Presenting campaign results and lessons learned.
- Analysing real-world digital marketing success stories and challenges

REVIEW CLASS 2 & PROJECT RESULT

- Final Project Result
- Identifying and Rectifying Issues Based on Final Project Result

COURSE COMPLETE

FREELANCING & JOB PLACEMENT PREPARATION (6 Class)

- Overview of Local and International Marketplace
- Selecting Right Marketplace
 - Upwork
 - Fiverr
 - Local Marketplace
- Selecting Payment Methods
- Communication hacks to deal with clients
- Resume Preparation
- Interview Question Preparation
- Mock Test Preparation and Confidence Improvement