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Topic Name	Sub Topic Name
Introduction to Digital Marketing	What is Digital Marketing?
	Difference Between Digital marketing and Traditional marketing
	Why Digital Marketing is Important?
	Components in Digital Marketing
WordPress	What is Domain?
	What is Hosting?
	IP Address, SSL Certificate
SEO - Search Engine Optimization	Introduction to SEO
	What is SEO?
	Types of SEO
Keyword Research	What is Keyword?
	Types of Keywords
	What is Keyword Research?
	Keyword Research Techniques and Process
	How to choose proper keyword for your business or business intent keyword
	Keyword research tools
On-Page SEO	What is On-Page SEO?
	Meta Title, Description, Tags, Keywords
	Header Tags, URL structure, Image ALT Tags
	Keyword Density
	Content Strength
	Website Audit
Content Writing	Plagiarism Content
	What is Content Writing?
Technical SEO	Basics of Content Writing
	Page Speed
	Sitemaps
	Sitemap Submission
	Canonicalization

	Robots.txt
	Mobile Friendly
Off Page SEO	What is Off-Page SEO?
	Internal Links, External Links
	Inbound Links, Outbound Links
	Do follow Links, No follow Links
	Domain Authority, Page Authority
	Link Juice Passing
	Types of Off Page Activities
	Competitor Analysis and Competitor Backlinks
	Tools for Backlinks
	Site Operators
	Guest Posting
	Website Audit
Google Analytics and Search Console	What is Google Analytics?
	Understanding Metrics
	User, Session & Visit Page
	Acquisition
	Engagement
	User Overview
	What is Search Console?
	Search Console Integration to website
	Performance
	Indexing
	Experience
	Links
	Security and manual actions
Social Media Marketing	Introduction to Social media marketing
Facebook	Introduction to Facebook Ads
	Why use Facebook Ads?
	Overview ad formats on Facebook Ads
	Introduction to Placements
	Create a Facebook page
	Create a Facebook Business manager account
	Setup Facebook Ad account

	Campaign Objectives in Facebook i. Awareness Objective ii. Traffic Objective iii. Engagement Objective iv. Leads Objective v. App Promotion objective vi. Sales Objective
	Facebook campaign structure in Ad Manager.
	Type of targeting is available in Facebook Ad manager i. Demographics, ii. Interest targeting, iii. Behavior targeting, iv. Custom audience and look alike audience
	Campaign Settings
	Ad Set Settings
	Audience Settings
	Placement Settings
Instagram	How Brands use Instagram
	Creating an Instagram Account
	Instagram Story vs Instagram Post
	How to use Hashtags?
	Tools used for finding trending hashtags
	Instagram Ads
	Objectives of Instagram Ads Reports & Analysis
LinkedIn Ads	LinkedIn Ads
	What is LinkedIn?
	How is LinkedIn important for business?
	Role of LinkedIn in lead generation
	Role of LinkedIn human resource department Profile creation
	Company Page Creation
	User engagement LinkedIn
	Campaigns LinkedIn Ads
	Understanding Search Engine Marketing (SEM)
Search Engine Marketing	Snapshot of SEM Industry
	Advantages of SEM over Other Marketing Methods
	Getting Started with Google Ads
Google Ads	History of Google Ads Why google AdWords ?
	Benefits of Google Ads

	Setting up AdWords account
	Navigating through Google Ads
	Keyword Research
	Keyword Match Types
	Creating Ad Campaigns & Ad Groups
	Quality score
	Ad rank
	Ad Extensions
	Generating Reports in Google Ads
	What are Search Ads?
Search Ads	Objectives of search Campaign
	Bidding Strategies
	Budget Settings
	Automated Targeting
	Integrating Ad extensions
	What are Display Ads?
Display Ads Campaigns	Type of Display ads
	Objectives of Display
	Campaign Bidding Strategies
	Budget Settings
	Audience Targeting Methods
	Demographic Targeting
	Types of Ad Formats
	What are Shopping ads?
Shopping Ads Campaigns	Shopping Campaign Setup
	Google Merchant Centre set up.
	Datafeed Setup
	Datafeed Properties
	Ad groups and Product groups
	Integrating Merchant center to Google Ads accounts
	Why video marketing?
Video Ads Campaigns	Creating Video Campaigns
	In-stream Ads
	In-Feed Ads
	Out Stream Ads

	Bumper ads
	Ad sequence Ads
	YouTube Targeting options
	Age/gender/ Affinity Audience/keywords/ topics/placements
	Remarketing lists Bidding Types
	Performance Max Campaigns
Other Campaign formats	App Install Campaigns
	Smart Campaigns
	Gmail Ads
	What is E Mail Marketing?
Email Marketing	How is E-Mail Marketing Important in Digital Marketing?
	Why E- Mail Marketing?
	Setting up Campaigns
	List Creation
	E-Mail Marketing Reporting
YouTube Marketing	
Influence Marketing	
Affiliate Marketing	
SMS Marketing	
WhatsApp Marketing	