

*Start Journey With us*

*Complete*

# DIGITAL MARKETING

Become a Certified Digital Marketer with Practical Knowledge & Live Projects

# Course

*Design by Rahul k.*



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[www.pageguru.in](http://www.pageguru.in)

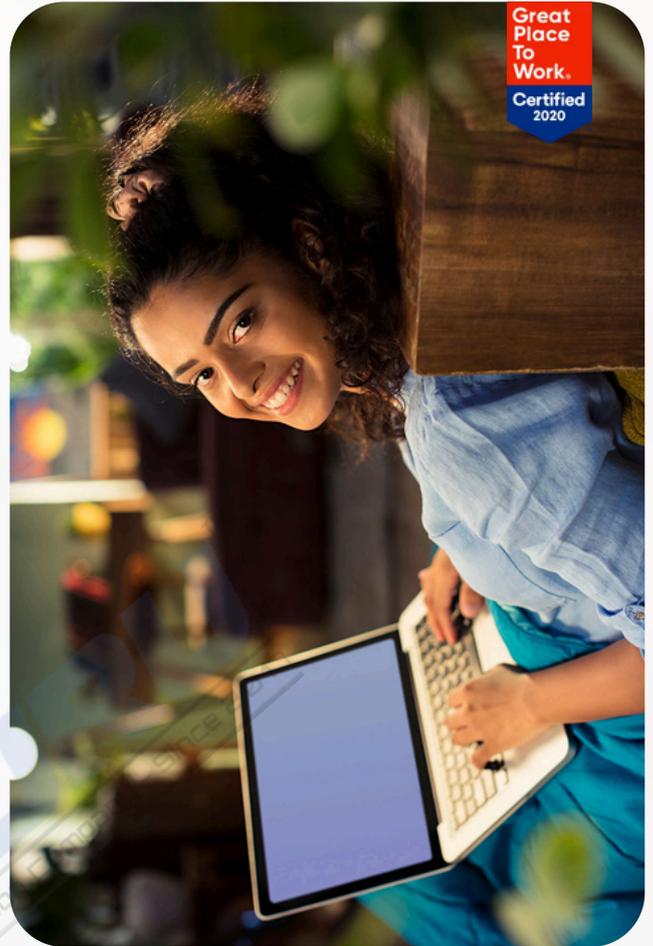


## Course Features

- 27+ In-Depth Modules
- 100% Live Project Training
- Job & Freelancing Support
- 2+ Certifications
- Offline Classes
- Based in Patiala

## Benefits

- Benefits of DM Course
- Why Course is Right for You
- Top Benefits You Will Gain
- What You Will Achieve
- Course Benefits
- Why Choose Pageguru.in Training?
- How This Course Helps You
- Advantages of Learning with Us
- Your Career Benefits After the Course



The course also explores video and animation tools within Canva, helping students create eye-catching motion graphics for reels and ads. Whether you're a student, freelancer, or business owner, mastering Canva helps you produce high-quality visuals that boost your brand's online presence with ease and speed.



## Introduction to Digital Marketing

What is Digital Marketing?

Digital vs Traditional

B2B & B2C Marketing

Traffic, Keywords

Lead Types, Funnel, Conversion

Trends & Benefits

### Who can Learn

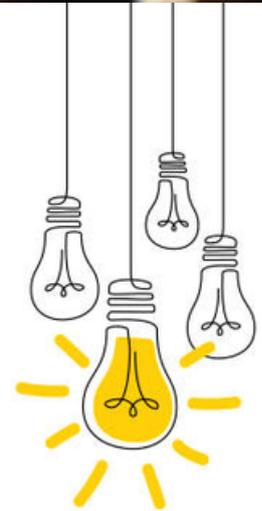
Digital Marketing is a skill that anyone can learn, regardless of their background.

- Students – looking to build a career in the digital world.
- Business Owners / Entrepreneurs – who want to grow their business online.
- Freelancers – to work independently and earn online.
- Job Seekers – who want better career opportunities in marketing.
- Housewives – who want to start earning from home.
- Working Professionals – to upgrade skills and shift to digital careers.



## Graphic Designing Using Easy Tool + Ai

- Introduction to Graphic Designing
- Getting Started with Canva
- Exploring Canva Templates & Tools
- Creating Social Media Designs
- Designing Logos, Posters & Flyers
- Using Canva for Presentations
- AI Image Generation for Designs
- AI Background Removal & Editing
- Cloud Based PS
- Branding with Canva & AI Tools



## Domain & Hosting (www.domain.com)

- WWW, HTTP, HTTPS – Basics of how the web works.
- Domains & Hosting – Understanding types of domains, hosting plans, and their uses.
- cPanel – Managing websites, emails, and databases.
- Servers, FTP, Cloud/CDN – Uploading & managing files, faster content delivery.
- How to Buy/Sell Domains – Domain flipping and earning opportunities.

### Creativity



## Website Planning & WordPress

01



Create  
Blueprint of a  
Website

02



Install  
WordPress (5  
mins)

03



Themes,  
Plugins, SEO  
Tools

04



Google  
Analytics &  
Webmaster

- Create Blueprint of a Website – Plan structure, design, and pages before starting.
- Install WordPress (5 mins) – Quick installation process to set up your website.
- Themes, Plugins & SEO Tools – Customize design, add extra features, and install SEO tools.
- Google Analytics & Webmaster – Website with Google tools for tracking and performance monitoring.



## Types of **SEO Practices**

### White Hat SEO

- Ethical SEO methods that follow search engine rules for stable and lasting growth.

### Black Hat SEO -

- Unethical SEO tricks that may give quick results but risk heavy penalties.

### Grey Hat SEO -

- A mix of white and black hat strategies that are not clearly ethical or unethical.



## Types of **SEO**

### On-Page SEO

- Optimizing website content and structure (titles, keywords, URLs, images).

### Off-Page SEO

- Building authority through backlinks, social sharing, and promotions.

### Technical SEO

- Improving website speed, security, crawlability, and indexing.



## On-Page SEO

- Meta Title & Description – Write SEO-friendly titles and descriptions to improve ranking.
- ALT Tags for Images – Add proper descriptions to images for better search visibility.
- Headings (H1–H6 Tags) – Use headings to structure content clearly.
- Keyword Optimization – Place targeted keywords naturally in content.
- URL Structure – Keep URLs short, clean, and keyword-friendly.
- Image Optimization – Compress and rename images to increase site speed.
- Page Speed & Mobile Friendliness – Ensure your website loads fast and is mobile responsive.
- Internal Linking – Link pages within your site for better navigation and SEO.



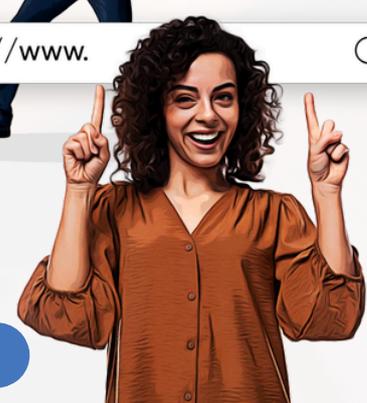


## Off-Page SEO

- Backlink Building
- Guest Posting
- Social Media Marketing
- Forum Submission
- Business Listings & Directories
- Blog Commenting
- Press Releases & Article Submission
- Q&A Platforms (Quora, Reddit etc.)
- Link Building

## Technical SEO

- Website Speed Optimization
- Mobile-Friendliness
- Secure Website (HTTPS)
- XML Sitemap
- Robots.txt File
- Crawl Errors & Issues
- Structured (Schema)
- Core Web Vitals
- URL Structure





## Blogging & Monetization

- Blog Setup
- Niche Blogging
- SEO in Blogging
- Trend History - KW Intent
- Monetization Platforms



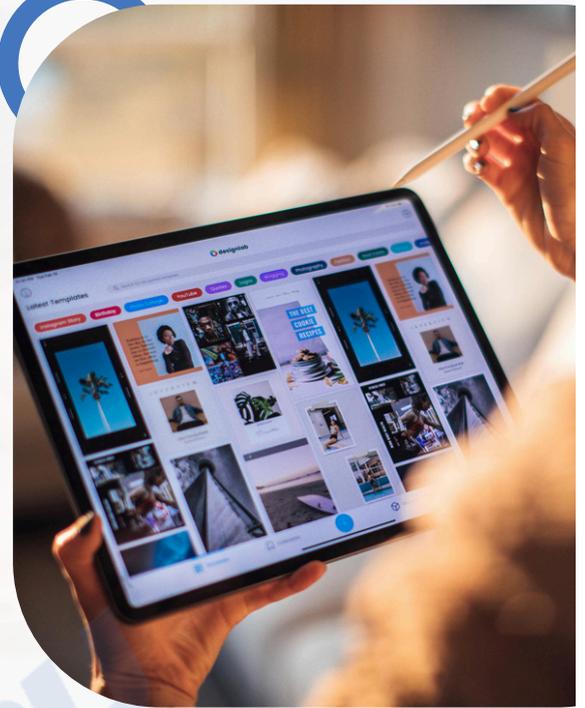
## Google Analytics (GA4)

- Setup & Account Navigation
- UTM Parameters
- Link & Conversion Tracking
- Visitor Analysis
- Campaign Insights



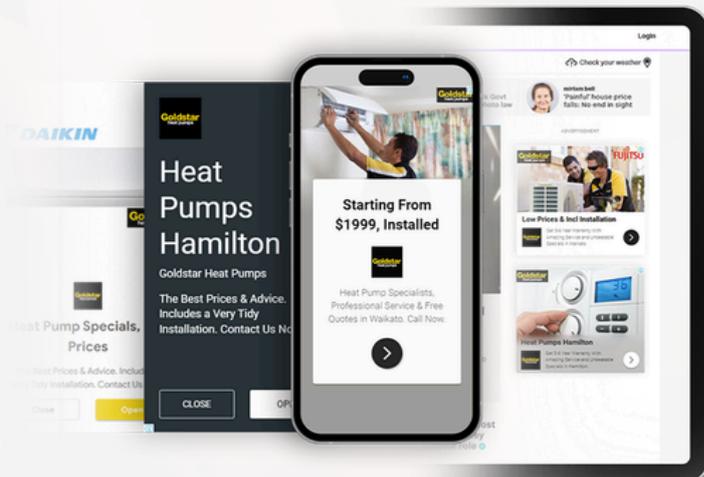
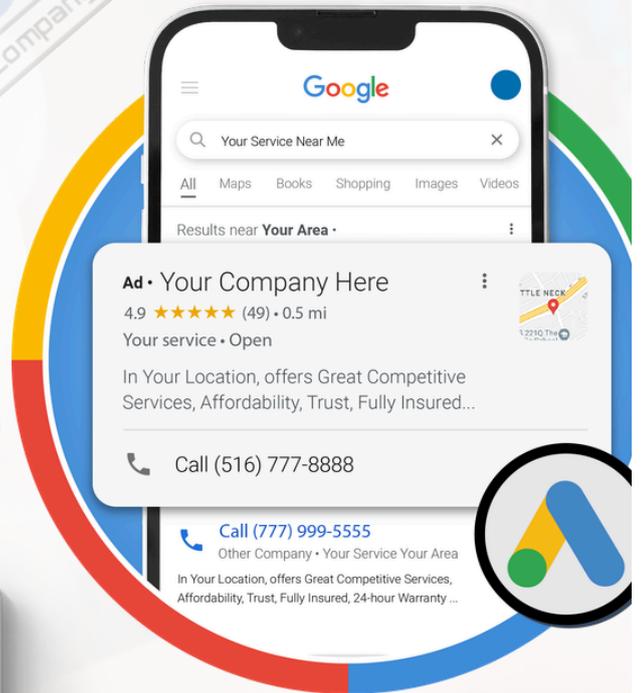
## Social Media Marketing

- Why SMM? Benefits & Strategy
- Facebook, Instagram, LinkedIn, Pinterest, Twitter, Quora
- Page Setup & Management
- Ad Creation & Engagement



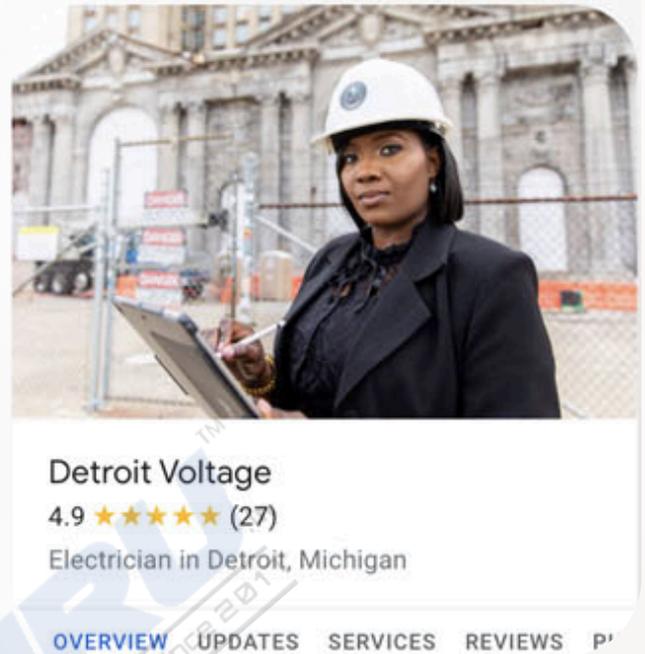
## Google Display Ads

- Display Banner Ads
- Audience Targeting
- Retargeting
- Creative Optimization



## Google My Business

- Business Profile Setup
- Complete Business Information
- Google Verification
- Review & Reputation Management
- Posts, Offers & Analytics
- SEO (Search Engine Optimization)
- Ads (Paid Marketing)



## YouTube & Video Ads

- Channel Setup & Optimization
- Content Planning
- Product Optimization & Optimization
- Monetization & Tools
- YouTube Ads & Campaign Setup

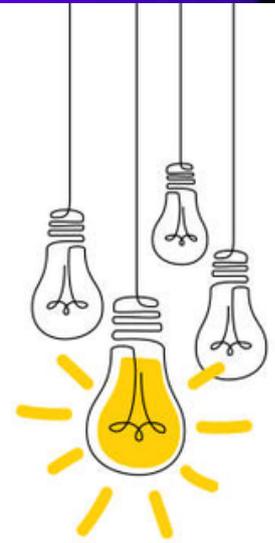




## Module 15 -

### Google Ads **Alternatives**

- Bing, Yahoo Ads
- CJ, Infolinks, Bidvertiser
- Google AdWords Transfer



## Module 16 -

### Email **Marketing**

- Building an Email List
- Email Marketing Tools & Platforms
- Crafting Effective Emails
- Automation & Drip Campaigns
- Compliance & Best Practices



## Lead Generation

- What is a Lead?
- Landing Page Setup
- A/B Testing
- Lead Funnel
- Thank You Page Concept



## E-commerce Marketing

- Setup & Account Navigation
- UTM Parameters
- Link & Conversion Tracking
- Visitor Analysis
- Campaign Insights

01



SEO for  
Ecommerce

02



Product Feed  
Ads

03



Selling on  
Marketplace

04



Payment  
Integration

 Razorpay

### What Is E Commerce Marketing?

Types, Strategies & Tips



## Module 19 -

# Content Writing

- Content Strategy
- SEO Copywriting
- Spinning Tools
- Content Promotion



## Module 20 -

# Influencer Marketing

01

Brand Influencer Basics

02

Social Influence on Sales

03

Case Studies & Tools



## Module 21 -

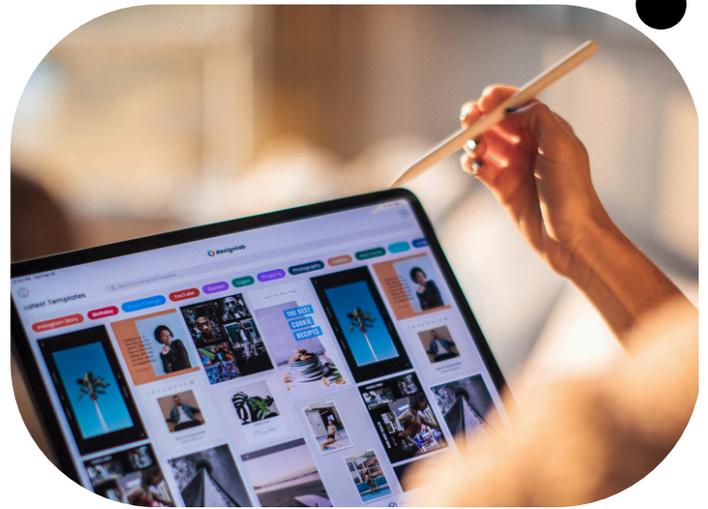
# Become Online Seller

- Product Research
- Marketplace Onboarding
- Shipping & Pricing Strategy



## Affiliate Marketing

- What is Affiliate Marketing
- Indian & Global Networks
- CJ.com Approval Process
- Affiliate Income Strategy

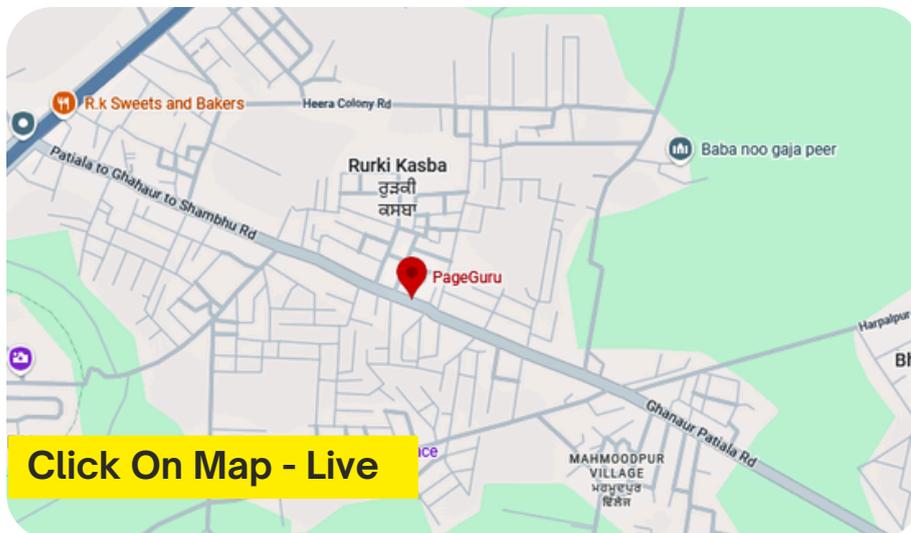


## ChatGPT & AI

- ChatGPT Basics
- Automation with AI Tools
- Ethical Use of AI
- Deployment & Integration



# THANK YOU



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