

Digital Marketing Course 2026

 **Duration**
4 Months

 **Eligibility**
Minimum: 10th

 **Fees**
₹25,000

Module 1: Digital Marketing Fundamentals

- What is Digital Marketing
- Traditional vs Digital
- Scope, Careers & Income Models
- Buyer Journey & Funnel
- Digital Marketing Ecosystem

Module 6: On-Page SEO)

- Meta Tags Optimization
- URL Structure
- Internal Linking
- Image Optimization
- H1-H6 Structure

Module 2: Website Planning & Domain Strategy

- Business Website Planning
- Domain Selection & Hosting
- Website Architecture
- Landing Page Concept
- Conversion-focused Structure

Module 7: Technical SEO

- Robots.txt & XML Sitemap
- Indexing & Crawling
- Page Speed Optimization
- Schema Markup
- 404 & Redirects

Module 3: WordPress CMS

- WordPress Installation
- Themes & Customization
- Pages, Posts, Menus
- Plugins (SEO, Security, Speed)
- Media, Users, Settings

Module 8: Off-Page SEO & Link Building

- White Hat vs Black Hat SEO
- Backlink Strategies
- Directory & Profile Links
- Guest Posting
- Spam Link Avoidance

Module 4: UI/UX & Landing Page Optimization

- Landing Page Design
- CTA Placement
- Mobile-first Design
- Speed & Performance Basics
- CRO Fundamentals

Module 9: Local SEO & GMB

- GMB Setup & Optimization
- NAP Consistency
- Local Citations
- Reviews & Ratings
- Insights & Local Ranking

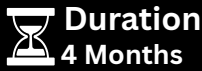
Module 5: Keyword Research & Market Analysis

- Types of Keywords
- Buyer Intent Keywords
- Competitor Research
- Tools: Keyword Planner, Ubersuggest
- Local vs Global Keywords

Module 10: Webmaster & SEO Tools

- Google Search Console
- Google Analytics 4
- Bing Webmaster Tools
- Sitemap & Error Monitoring
- Performance Tracking

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Module 11: Google Ads (Search + Display)

- Ads Account Setup
- Keyword Targeting
- Campaign & Ad Structure
- Bidding Strategies
- Conversion Tracking

Module 12: Advanced Google Ads

- Display Ads
- YouTube Ads
- Shopping Ads
- Performance Optimization
- Remarketing Campaigns

Module 13: Social Media Marketing (SMM)

- Social Media Platforms Overview
- Content Types & Strategy
- Engagement Growth
- Posting Calendar
- Brand Building

Module 14: Meta Ads (Facebook & Instagram)

- Ads Manager Setup
- Campaign Objectives
- Audience Targeting
- Pixel Setup
- Lead Generation Ads

Module 15: YouTube Marketing & Video SEO

- Channel Creation
- Video SEO
- Monetization Rules
- Shorts & Reels Strategy
- Analytics

Module 16: Canva Designing & Creative Tools

- Canva Basics
- Social Media Creatives
- Ad Creatives Design
- Thumbnail Design
- Brand Kit Usage

Module 17: AI in Digital Marketing

- AI Tools Overview
- Content & Caption Creation
- Ad Copy with AI
- Image & Thumbnail Creation
- SEO with AI

Module 18: WhatsApp & CRM Automation

- WhatsApp Business Setup
- Broadcast Strategy
- API Integration
- Chatbot Flows
- Lead Nurturing

Module 19: Blogging & AdSense Monetization

- Niche Research
- SEO Blogging
- AdSense Approval
- Traffic Growth
- Affiliate + AdSense Strategy

Module 20: Freelancing, Internship & Career

- Google Search Console
- Google Analytics 4
- Bing Webmaster Tools
- Sitemap & Error Monitoring
- Performance Tracking