



Gen AI Driven Adv. Digital Marketing

Complete Digital Marketing Course

Course Objectives

We will Cover Following Topics in the session

- ▶ Digital Marketing Fundamentals and Website Design
- ▶ Search Engine Optimisation
- ▶ Social Media Marketing
- ▶ Email Marketing and AI Digital Marketing
- ▶ Google Ads (Search Engine Marketing)

Digital Marketing & Website Design

- ▶ What is Digital Marketing
- ▶ What is a Website
- ▶ What is a Domain
- ▶ Difference Between Digital Marketing and Offline Marketing
- ▶ Importance of Digital Marketing (Business and Employment)
- ▶ Tools / Websites used in Digital Marketing
- ▶ Modules in Digital Marketing
- ▶ Terminologies in Digital Marketing
- ▶ How to Develop a website



Search Engine Optimisation

Introduction of SEO and Types of Keyword Research

- ▶ What is SEO
- ▶ What is AIO, GEO, AEO and their utilisations
- ▶ Types of Search Engines and Functionality of Search Engines
- ▶ What is SERP
- ▶ What are SERP Listings
- ▶ What is Robots.Txt and Sitemap and their Differences
- ▶ Terminologies of SEO (DA, PA)
- ▶ What is Google and it's Algorithms
- ▶ Google Core Updates and their working
- ▶ What is Google SandBox Effect
- ▶ On-page, Off-page, Technical SEO, Local SEO Importance
- ▶ What are Keywords
- ▶ What is Niche
- ▶ Types of Keywords (informational, Navigational, etc)
- ▶ How to do Keyword Research
- ▶ Tools for Keyword Research
- ▶ Metrics to analyse the Keyword Research
- ▶ Conducting the Keyword Research On-Page SEO and Tools for SEO
- ▶ What is On-page Optimisation
- ▶ What is an audit report
- ▶ What are meta tags and Canonical Tag



- ▶ What parameters we need to focus on On-Page Optimisation
- ▶ Content Optimisation
- ▶ What is Plagiarism
- ▶ Tools to check the plagiarism and other On-Page activities tools
- ▶ What is Image optimisation, Alt Tag & URL Optimisation
- ▶ What is Internal Linking & Link Juice
- ▶ What is Anchor Text & HyperLinks
- ▶ What are Header Tags and Breadcrumbs / Navigations
- ▶ Optimising the Keywords on Content
- ▶ What is CTA (Call to Action)
- ▶ Importance of CTA & A/B Testing
- ▶ Conduct a session for On-page optimisation

Advanced Techniques

- ▶ What is Off-page optimisation
- ▶ Importance of link building and analyse the Competitor Backlinks
- ▶ What is Follow and No-Follow Link Building
- ▶ Traditional way of link building Techniques
- ▶ Keyword Extensions to search Link Building Websites
- ▶ Advanced Techniques to Earn Backlinks
 - a. Topical Authority
 - b. Broken Links
 - c. SkyScraper Techniques
 - d. Comment word Techniques
 - e. Roundup Techniques
 - f. Wikipedia link building
 - g. Link Bait
 - h. Reverse Image search technique.
- ▶ What is White, Black and Grey Hat Techniques
- ▶ Conduct Off-Page submissions



Technical SEO & Programmatic SEO

- ▶ What is Technical SEO and where we check the Health of Website
- ▶ Metrics which are used in Technical SEO (page speed, crawl, etc)
- ▶ How to check page speed / website loading speed
- ▶ How essential Mobile Optimisation in Technical SEO
- ▶ What is Schema Markup and its types
- ▶ Tools to check the error of the Technical SEO
- ▶ What are status code errors ● How to submit XML Sitemap
- ▶ Crawl and Broken Errors
- ▶ What is Crawling and Indexing
- ▶ What is Programmatic SEO
- ▶ Case studies for Programmatic SEO

- ▶ How to do programmatic SEO and when it is useful
- ▶ Difference Between Normal SEO and Programmatic SEO
- ▶ Conduct a session for Programmatic SEO and Technical SEO Audit

Google Analytics, Google Search Console, GTM and other tools

- ▶ What is Google Analytics
- ▶ Why it is useful for Digital Marketing
- ▶ How to Integrate Google Analytics with the Website
- ▶ How Many versions are there in Google Analytics
- ▶ What is Bounce Rate
- ▶ What is Impressions
- ▶ What Parameters we have to focus in Google Analytics
- ▶ What is Google Search Console
- ▶ How to integrate Google Search console with website
- ▶ How to Google search console helps to analyse the website positions and keyword Ranking
- ▶ What is Google Tag Manager
- ▶ Why we use Google Tag Manager and it's necessity
- ▶ How to Track event and scroll of the website with the help of Google Tag Manager(GTM)
- ▶ Conduct a SEO Strategy session for a website and similarly interact with the Google Analytics Dashboard.



Social Media Marketing

Introduction of Social Media and Types of Channels

- ▶ Social Media Era and History
- ▶ Impact of Social Media in Day - to Day Life
- ▶ Advantages and Dis-Advantages of Social Media
- ▶ Growth of a Business over Social Media
- ▶ Major Social Media Channels
 - Facebook
 - Instagram
 - Whatsapp
 - Pinterest
 - Twitter
- ▶ Understanding the Algorithm of Social Media
- ▶ Importance of Social Media signals with Search Engine
- ▶ Functionality of Social Media search
- ▶ What are Hashtags in Social Media
- ▶ Working of Hashtags
- ▶ Social Media Optimisation
- ▶ Tools used for Social Media Optimisation and Hashtag research
- ▶ Conduct a session to analyse random Social Media profiles and their content Instagram Account optimisation and Campaign Creation
- ▶ How Instagram is changing its algorithm



- ▶ Concept of Instagram Content Reach through Engagement
- ▶ Ways to Increase followers on instagram
- ▶ Strategy of Social Media Content Optimization
- ▶ Content Calendar Planning
- ▶ Hidden tricks of Instagram which is essential in our Day to Day Life
- ▶ Reel Algorithm in Instagram
- ▶ Top Instagram Reel Ideas to grow audience faster
- ▶ Instagram SEO Search
- ▶ What are Threads
- ▶ How it is Helpful for Business and Organic Growth
- ▶ What is Instagram Ad
- ▶ Ad creation on Instagram
- ▶ How canva helpful for instagram account reach
- ▶ Personal, Professional and Business Account on Instagram
- ▶ Conduct a session to analyse the Instagram Marketing and News feed and generate Keywords (Hashtags) for there niche Facebook

Account Optimisation & Campaign Creation

- ▶ Strategies to grow Business from Facebook
- ▶ Facebook page invitation and Admin Department
- ▶ What is FaceBook Event Marketing
- ▶ How to Download Copyright Free Image for FaceBook
- ▶ How to Monetize Facebook page and create Money
- ▶ Facebook Analytics
- ▶ Reel Algorithm in Facebook
- ▶ How to schedule Facebook posts and Reels in Mobile
- ▶ How to Use Meta Business Suite
- ▶ What is Ad Manager
- ▶ How it sell products with Facebook catalogue shop
- ▶ Facebook page important settings
- ▶ How to Add CTA Button on Facebook Page
- ▶ Facebook optimisation and Hashtags to grown
- ▶ Privacy settings and Tagging on Facebook page
- ▶ Conduct a session to analyse the Facebook Competitor Analysis Whatsapp Marketing
- ▶ What is Whatsapp Business and Creation of Whatsapp Business Account
- ▶ How to Create, Manage and Update Whatsapp Business Catalog
- ▶ How to Enable Auto Reply on Whatsapp Messages
- ▶ How to set Quick Replies on Whatsapp Business
- ▶ What is Whatsapp Bulk Message send
- ▶ What is Label tagging and How to Manage customers by Label Tags
- ▶ How to Add Whatsapp chat on Wordpress website
- ▶ What are Whatsapp Business Marketing Strategies
- ▶ Conduct a session by testing all Whatsapp Business Features and Integration of Instagram, Facebook and Whatsapp



Pinterest Optimisation and Overview of course

- ▶ What is Pinterest
- ▶ How to Signup and Create Pinterest Account
- ▶ How to create Pinterest Business Account
- ▶ How to create Viral Pins on Pinterest
- ▶ How to Get more traffic from Pinterest
- ▶ How to do Pinterest Keyword Research
- ▶ Pinterest SEO Tips
- ▶ How to create Pinterest Pins using Canva
- ▶ How to get and increase Pinterest Followers
- ▶ Pinterest All Image Size and Guide
- ▶ What is Rich Pin, How to Setup Rich Pins on Pinterest
- ▶ Conduct a session to create a Pinterest Account and Selecting their interested Categories and analysing the Feed.



Email and AI Marketing

Introduction of Email Marketing

- ▶ What is Email Marketing
- ▶ Benefits of Email Marketing
- ▶ Free and Paid Tools of Email Marketing
- ▶ MailChimp Account Setup
- ▶ How to create email list on mailchimp
- ▶ Email Marketing Tips to grow Business
- ▶ What is Email Automation
- ▶ Benefits of Email Automation and Tools to use Automation
- ▶ Conduct a session so send an automation email



Crafting Effective Email Campaigns

- ▶ How to Build Email List
- ▶ What is Email Campaign
- ▶ How to setup Email Campaign
- ▶ How to setup Automated Email Campaign
- ▶ How to run automated email campaign and normal campaign
- ▶ Email Marketing Terms and words
- ▶ Basic Email Marketing Questions and carrier
- ▶ Conduct a session to setup a campaign and send email to the users
- ▶ Optimising the Email Marketing Campaigns
- ▶ How to Configure SPF, DKIM, DMARC in Email Marketing and active campaigns.
- ▶ What are segment, tags and groups in email tools
- ▶ Use of Personalised tags in Mailchimp
- ▶ Connect GA4 (Google Analytics) to mail chimp
- ▶ How to connect Mailchimp to wordpress website

- ▶ How to set up mailchimp automation
- ▶ What are Pipelines in Email Marketing
- ▶ How to setup Lead form from Active campaigns
- ▶ How to create cart abandoners email marketing using mailchimp
- ▶ How to use chat gpt to create Email sequences
- Introduction of AI in Digital Marketing
- ▶ What is Artificial Intelligence
- ▶ Functionality of Artificial Intelligence
- ▶ What is Prompts
- ▶ How Prompts effects in our Day to Day work routine
- ▶ Where AI can be used in Digital Marketing
- ▶ Create website using AI Tool
- ▶ What is AI Content
- ▶ Can AI Content be Ranked and Indexed?
- ▶ SEO AI Content guidelines 2024
- ▶ chat gpt use cases for SEO
- ▶ Conduct a session for to interact with AI tools and Generate Content using AI tools and explore more AI applications like chatgpt

Search Engine Marketing (Google Ads)

Introduction of SEM & Types of Keyword Research

Introduction of SEM and Types of Keyword Research

- ▶ What is SEM
- ▶ Concept of Search Engines for Ads (SEM)
- ▶ Importance and Benefits of SEM
- ▶ Difference Between SEM and SEO
- ▶ What are Google Ads and Bing Ads
- ▶ Overview of Google and Bing
- ▶ How to Create Google Ads Account and Bing Account
- ▶ Types of Google Ads
- ▶ Hierarchy of Google Ads
- ▶ What are Keywords
- ▶ What are Keyword Match types
- ▶ How to do Keyword Research
- ▶ Tools for Keyword Research
- ▶ Metrics to analyse the Keyword Research
- ▶ Conducting the Keyword Research
- ▶ Creating Effective SEM Campaigns
- ▶ Adding Payment Methods in Google Ads Account
- ▶ How to Get 2000 rs from Google Ads to start the Campaigns
- ▶ Google Ads Terms and Metrics to get the Highest Position
- ▶ What is Quality Score
- ▶ Steps to Improve the Quality Score



- ▶ What is CTR and Types of CTR
- ▶ How to Calculate CTR
- ▶ Walk Through of Google Search Ad
- ▶ Difference Between Google Search Network and Display Network
- ▶ What is Bidding
- ▶ Difference Between Bidding and Daily Budgets
- ▶ Types of Bidding Strategies
- ▶ Difference between types of Bidding Strategies
- ▶ What is Ad Group
- ▶ How to select Keywords and add in Ad Group
- ▶ What are Ad Extensions
- ▶ Conduct a session to create a SEM Campaign
- ▶ Optimise SEM Campaigns
- ▶ What is Ad Copy
- ▶ How to Write Ad Copy
- ▶ What is Location Targeting
- ▶ How to Target the location precisely
- ▶ How to Start and End Date of an Campaign
- ▶ What is Theming of Ad Groups and it's Structure
- ▶ What is Ad Rotation and Ad Variation
- ▶ How to Set Initial CPC Bid
- ▶ What is GCLID in Google Ads
- ▶ How to Check Ads are running (Ad View Bug tool)
- ▶ What is Tracking Template
- ▶ What is Landing Page Optimization
- ▶ What is Negative Keyword and It's Using
- ▶ How to Dynamic Keyword Insertion on Google Ads
- ▶ What is Conversion Tracking
- ▶ How to set Conversion Tracking
- ▶ Conduct Campaign Optimization

Analysing and Reporting SEM Performance

- ▶ Tools of Tracking Reports (Google Analytics and Google Ads report)
- ▶ How to do Comparisons in Google Ads
- ▶ What is Shared Budget in Google Ads
- ▶ What are Labels in Google Ads
- ▶ Q & A on Course Review
- ▶ Conduct a SEM Strategy session for a random business website.

Artificial Intelligence & Digital Marketing

- ▶ What is Artificial Intelligence
- ▶ Popular Tools in Artificial Intelligence
- ▶ Where AI Can be used in Digital Marketing
- ▶ AI Content in a User friendly way which can Rank?



- ▶ Generative AI
- ▶ Chat-Gpt Use cases
- ▶ How to Use chat-gpt for content Creators
- ▶ How to make Ai Generative Images

Carriers & Growth Opportunity in Digital Marketing

- ▶ Who can learn Digital Marketing
- ▶ How Digital Marketing will help students, Employees and Business
- ▶ Ways to generate Revenue from Digital Marketing
- ▶ Job Opportunity of Digital Marketing in India and International
- ▶ Hierarchy of Digital Marketing Jobs and Interaction Session



What Our Students Say

100% Success Rates in the Placement for Skilled People

Flexible Learning Options

Choose from online, offline, or blended learning modes—designed to suit your schedule, lifestyle, and learning preferences.



Sreenivas K

★★★★★ Google

The sessions were detailed and very student-friendly. I improved my skills significantly, and the training gave me a clear direction for my digital marketing career.



Ram P

★★★★★ Google

From SEO to social media and WordPress, Trainers made it all simple. I'm truly thankful for the hands-on support, even outside class hours. Highly recommended



Ramya Ch

★★★★★ Google

The training was quick, clear, and incredibly useful. It played a key role in my career growth in digital marketing.



Nagarjuna S

★★★★★ Google

Go Digital, Grow Limitless — that's what Trainer Sir teaches. Every concept was explained simply and practically. This training helped me land my job effortlessly. Best social media marketing course ever!



Meghana S

★★★★★ Google

Sir's energy and positivity made every session enjoyable. He cleared all our doubts with patience, and his training style is something I haven't seen elsewhere! Check out the trainer profile to know more.



Haseena Md

★★★★★ Google

I got an internship and later a full-time job thanks to Kishore Sir's practical training. He explains concepts clearly and helps implement them live. A wonderful learning journey

Tools Covered (50+ Modern Tools)

Hands-on experience with: ChatGPT, Canva, Ubersuggest, Mailchimp, Ahrefs, SEMrush, Google Tools, Synthesia, Pictory, and more



