Digital Marketing Training in Coimbatore

Curriculum

Module 1: Introduction to Digital Marketing

- ✔ What is Digital Marketing?
- ✔ Traditional vs Digital Marketing
- ✔ Digital Marketing Channels Overview
- ✔ Career Opportunities

Module 2: Website & WordPress

- ✔ Domain & Hosting Setup
- ✔ WordPress Installation
- ✔ Website Creation
- ✔ Landing Page Design

Module 3: Search Engine Optimization (SEO)

- ✔ On-Page SEO
- ✔ Off-Page SEO
- ✔ Technical SEO
- ✔ Keyword Research
- ✔ Google Search Console
- ✔ Google Analytics

Module 4: Google Ads (PPC)

- ✔ Google Ads Setup
- ✔ Search Campaign
- ✔ Display Campaign
- ✔ YouTube Ads

- ✔ Conversion Tracking

Module 5: Social Media Marketing (SMM)

- ✔ Facebook Marketing
- ✔ Instagram Ads
- ✔ LinkedIn Marketing
- ✔ Social Media Strategy

Module 6: Content Marketing

- ✔ Blogging Strategy
- ✔ SEO Content Writing
- ✔ AI Tools for Content Creation

Module 7: Email Marketing

- ✔ Email Campaign Setup
- ✔ Automation
- ✔ Lead Generation Funnel

Module 8: Freelancing & Career Guidance

- ✔ Resume Building
- ✔ Interview Preparation
- ✔ Freelancing Platforms
- ✔ Live Project Training