

PROFESSIONAL

# DIGITAL MARKETING COURSE

WITH ARTIFICIAL INTELLIGENCE (AI)



Duration: 3 & 4 Months (In-House 45 Days Internship)

Contact us:

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[www.iconnectdm.com](http://www.iconnectdm.com)



MSME

सूक्ष्म, लघु एवं मध्यम उद्यम  
MICRO, SMALL & MEDIUM ENTERPRISES  
UDYAM-UP-29-0185230

## Who all can do this Career Making Course ?

- Students
- Job Seekers & Freshers
- Working Professionals
- Business Owners
- MBA Professionals
- Homemaker(s) / House Wives
- Sales & Marketing Professionals
- Self Employed

## Why is it Important to Get Certified ?

- 95% Hiring Teams in top companies ask for Certification as key hiring criteria.
- 51% Recruiters consider Certified candidates to offer a higher salary than others.
- It's estimated that as of 2026, over 10-12 lakh (1-1.2 million) digital marketing-related jobs exist across various sectors.

# Why\_iConnectDM ?

- AI Powered Course
- Become Job-Ready within 90 Days.
- Industry-Ready **100% Practical** Training
- 1.5 Month FREE Internship.
- Job Placement Connections
- Get Skilled | Get Certified | Get Hired
- Pay in 3 Easy Installments



## What will you learn in this Digital Marketing Course ?

### 1 Digital Marketing Overview

- What is Marketing and Digital Marketing?
- Understanding Marketing and Digital Marketing Process
- Ways of Converting Traffic into Leads and sales
- Improving Brand visibility

### 2 Search Engine Optimization (SEO)

#### Module 01: Introducing Google & SEO

- Google History
- How Google Works?
- What is SEO?
- How Search Engine Works?
- What is White, Black & Grey Hat?
- Google Sandbox
- Introduction To algorithms
- Types of Algorithms
- Google Updates and their impact

#### Module 02: Keyword Research

- What is Keyword?
- Importance of Keyword in SEO
- Types of Keywords
- Keyword analysis Tools
- Long tail keywords
- Short tail keywords
- How to use Keyword for Website
- Understanding your Competitor Keywords
- Finalizing the Keyword list

## Module 03: SEO Course Fundamentals

- What are Search Engines and their functions?
- Types of Search Engines
- What is SEO?
- Google Algorithm
- Search Operators
- Crawling & Indexing
- On-page optimization
- What is Broken link & its Importance?
- Keywords Research & Analysis
- Keyword Density
- Keywords Placement
- Keyword Stuffing
- Keyword Spamming
- Title & Meta Tag Optimization



- Anchor Text
- No Follow Links
- Dofollow Links
- Internal Links
- External Links
- ALT Image Optimization
- Domain
- URL Structure
- Canonical Tag
- H1, H2, Heading Tags
- Content Optimization
- Sitemap Creation & Submission (html and xml)
- Robots.txt

- Custom 404
- 301 Permanent Redirection
- 302 Temporarily Redirection
- Competitor Analysis
- Type of Keywords
- Checking Keywords Ranking
- URL Renaming / Re-writing
- Footer Optimization
- Header Optimization
- Overview of Google analytics
- How Google analytics works
- Monitoring traffic sources & behavior



## Module 4: Off-Page Optimization

- Social Bookmarking Submissions
- Blog / Article Writing Submission
- Image Creation and Submission
- Business Profile Creation
- Social Sharing
- InfoGraphic Submission
- Question & Answering
- Classifieds Posting
- Local Business Listing
- Guest Blogging | Posting
- Forum Postings (Reddit/Quora)
- PPT & PDF Submission



## Module 5: Tools and Extension Usage

- Google Analytics & Search Console
- UberSuggest
- Mozbar
- Ahref
- Grammarly
- Plagiarism Checker
- Page Speed Insight
- ChatGPT / Gemini / Copilot
- ZeroGPT
- SEOquake
- Canva PRO
- Humanize AI



## 3 Social Media Optimization (SMO)

- Introduction to Social Media
- Creating page & Company or Brand Page or Business Page on facebook, instagram, Pinterest and YouTube
- Title/Description
- Tags & Hashtags
- Optimize your Social Media platforms.
- Meta Ads (Facebook Ads & Insta Ads)



## 4 WordPress Website Development

- Wordpress (CMS)
- Paid & Free Themes Templates
- Informational & E-Commerce Websites
- Domain & Hosting Booking
- SSL & Security Plugins
- Website Backup & Restore



## 5 Google Business Profile (GBP / GMB)

- What is Local SEO?
- Importance of Local SEO
- Google Business Profile Setup
- Optimization of GMB
- Geo Tagging
- Google Ads (Location Ads)
- ORM (Online Reputation Management)



## 6 E-Commerce Marketing

- Amazon & Flipkart Business Page Setup
- E-Commerce Keyword Research Process
- Product Listing (Title & Description Optimization)
- Product & Category Page SEO
- Payment Gateway Integration
- Reviews & Ratings



## 7 Email Marketing

- Introduction to Email Marketing
- Email Marketing Tools (Mailchimp | Mailerlite | Brevo)
- Email Marketing Campaign Setup
- Email Automation Workflow
- Audience Segmentation
- A/B Testing
- Email Analytics & Reporting



## Career Options after Completing the Course?

- Digital Marketing Executive
- SEO Executive
- Social Media Executive
- Content Marketing Executive
- E-Commerce Executive
- Canva Designer
- GMBExpert



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