

# COURSE CURRICULUM OF DM-SEO-IA-DWEC

## Lesson Plan

### **i** AT-A-GLANCE

#### **i** *Module: (1) Digital Marketing*

→ *Topic: (1) Brief about Digital Marketing*

*Topic: (2) Segments of Digital Marketing*

*Topic: (3) Future of Digital Marketing*

#### **i** *Module: (2) Social Media Marketing*

→ *Topic: (1) Facebook Marketing*

*Topic: (2) How to grab Local Clients using Facebook Marketing*

*Topic: (3) Instagram Marketing*

*Topic: (4) Instagram Marketing in Fiverr*

*Topic: (5) YouTube Marketing*

#### **i** *Module: (3) Content Marketing*

→ *Topic: (1) Content Creation*

*Topic: (2) Content Distribution*

#### **i** *Module: (4) Landing Page/Blog Site*

→ *Topic: (1) Blog Site Structure*

*Topic: (2) Blog site development*

*Topic: (3) Blog Site Pages*

*Topic: (4) Blog Site Posts*

**i** *Module: (5) Search Engine Optimization*

→ *Topic: (1) Brief about SEO*

*Topic: (2) Keyword Research*

*Topic: (3) On-Page SEO*

*Topic: (4) Off-Page SEO*

*Topic: (5) Technical SEO*

*Topic: (6) Freelancing with SEO*

**i** *Module: (6) Technical SEO*

→ *Topic: (1) Link Blog site with Google Search Console*

*Topic: (2) Link Blog Site with Google analytics*

**i** *Module: (7) Off Page SEO*

→ *Topic: (1) Link building process*

*Topic: (2) Backlink analysis*

**i** *Module: (8) Affiliate Marketing*

→ *Topic: (1) Brief about Amazon affiliate program*

*Topic: (2) Brief about Niche*

*Topic: (3) How to choose best Niche in Amazon*

*Topic: (4) Create and promote amazon affiliate links in blog website*

*Topic: (5) Payment gateway and taxation of Amazon affiliate program*