INTERNET
MARKETING
UNIVERSE

Digital Marketing A-Z
[Course Syllabus]

What will you learn from this course?

❖ **Word processing**
 - MS Office
 - Google Docs, Sheets, slides
 - Transforming different doc versions

❖ **Understanding Google's Ecosystem & File Management**

❖ **Basic tips & tricks for using a computer**

❖ **Digital Marketing**
 - What is digital marketing?
 - What is internet marketing?
 - How it works?
 - Ways to do digital marketing
 - Where to use this DM knowledge and it's future
 - Global Market of digital marketing

❖ **Facebook**
 - FB's algorithm
 - Creating a page
 - Competitor analysis
 - Strategy triggers making
 - Content creation
 - Guidelines to write captions

- What are Facebook ads? Types of FB ads?
- What are FB Ads manager & business manager?
- How does a business manager work?
- Understanding the sales funnel
- Data analysis & Audience setup
- Run Facebook ads
- Advance marketing with FB Pixel setup

❖ **Search Engine Optimization**
- What is a website? How does it work?
- Basic website making
- What is SEO?
- Types of SEO
- Keyword research
- On-page SEO
- Content writing
- Off-page SEO
- Technical SEO
- Local SEO
- Google Analytics & Search Console
- Market of SEO

❖ **Linked In**
- Open an account
- LinkedIn's algorithm
- Why use it?
- Ideal way to organize a profile

❖ **Use of different tools**
- Canva
- Mozbar/justify websites
- Grammarly
- ChatGPT & other AI tools

❖ **Freelancing**
  - What is it?
  - Market places
  - Fiver algorithm
  - How to open an account on Fiver
  - How to rank with the gig

❖ **Bonus**
  - Staying away from fraud/scams on the internet
  - Soft skill & hard skill
  - Organizing tasks