

# COURSE MODULE

DIGITAL NEERAJ BHATT



# DIGITAL MARKETING

**Education and Resolution**

Learn Anytime, Anywhere. classes intended to advance  
your career and business



# Digital Marketing

# Modules



# INTRODUCTION TO DIGITAL MARKETING AND TRADITIONAL MARKETING

- **What is Digital Marketing?**
- **Benefits of Digital Marketing**
- **Types of Digital Marketing**
- **Digital Marketing Channels**
- **Digital Marketing Strategy**
- **Digital Marketing Tools**



# WEBSITE PLANNING AND ANALYSIS

- Website Planning
- Website Design Principles
- Website Analytics
- Website Development
- Website Optimization





# SEARCH ENGINE OPTIMIZATION (SEO)

- **SEO Fundamentals**
- **Keyword Research**
- **ON-Page SEO**
- **OFF-Page SEO**
- **Technical SEO**
- **Local SEO**
- **National SEO**
- **International SEO**



# SEARCH ENGINE MARKETING (SEM)

- SEM Fundamentals
- Google Ads
- Bing Ads
  - Other SEM Platforms
- SEM Campaign Management





# SOCIAL MEDIA MARKETING (SMM)

- SMM Fundamentals
- Social Media Platforms
- Social Media Strategy
- Social Media Content Creation
- Social Media Management



AI in Digital Marketing

AI

Artificial 

Intelligent





# AFFILIATE MARKETING

- Affiliate marketing Fundamentals
- Affiliate Programs
- Affiliate Marketing Strategies
- Affiliate Marketing Tracking
- Affiliate Marketing Compliance



# ANALYTICS & REPORTING

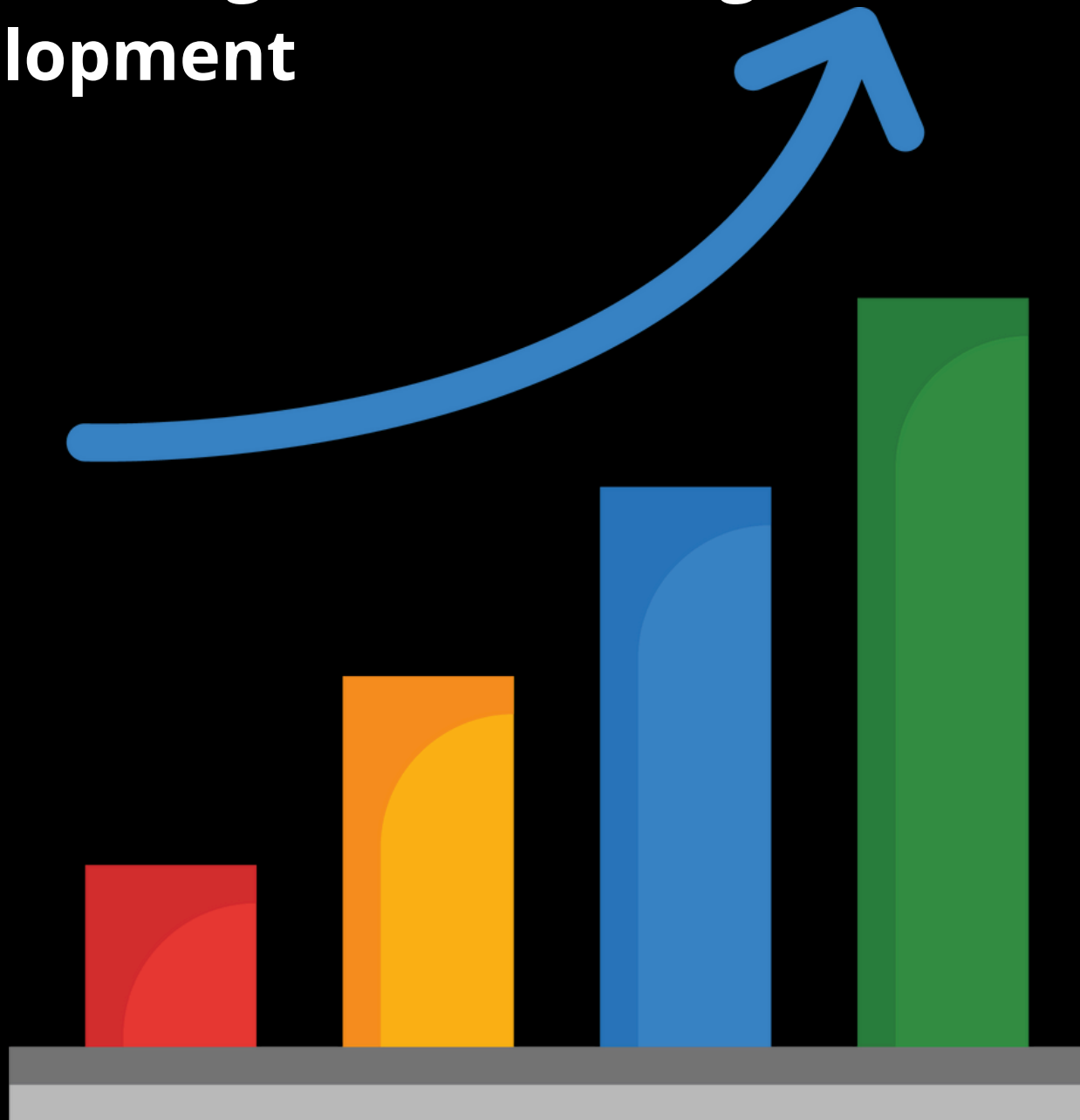
- Digital Marketing Analytics
- Google Search Console
- Google Analytics Other
- Analytics Tools Data Reporting
- Data - Driven Marketing





# DIGITAL MARKETING CAREER

- Digital Marketing Skills Digital
- Marketing Jobs Digital Marketing
- Certifications Digital Marketing
- Portfolio Digital Marketing Career
- Development



# Earning Options After Learning Digital Marketing

- **Blogging & SEO**
- **Vlogging**
- **AI Content Creation**
- **Social Media Marketing**
- **YouTube / Reels**
- **Affiliate Marketing**





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WITH  
DIGITAL NEERAJ BHATT

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