Best Job Courses
Digital Marketing Course
Duration- 3 months

S.No	Topics
Module -1	**Introduction to Marketing & Digital Marketing**
	What is Digital Marketing?
	Traditional vs Digital Marketing
	Digital Marketing Channels Overview
	Career Opportunities & Freelancing Scope
	Understanding Buyer Journey & Funnels
Module 2	**Domain, Hosting & Online Presence**
	What is a Domain & Types of Domains
	What is Web Hosting?
	Shared, VPS & Cloud Hosting Explained
	Buying Domain & Hosting (Live Demo)
	Connecting Domain with Hosting, Introduction to cPanel & DNS Basics
Module 3	**Basic Web Development on WordPress**
	What is WordPress & Why Use It?
	WordPress.com vs WordPress.org
	Installing WordPress, Dashboard Overview
	Themes & Plugins, Creating Pages, Posts & Menus
	Basic Website Structure (Home, About, Services, Contact), SEO-Friendly WordPress Setup, Security & Backup Basics

Best Job Courses
Digital Marketing Course
Duration- 3 months

Module 4	**Keyword Research**
	What are Keywords & Search Intent, Types of Keywords (Short-tail, Long-tail, LSI)
	Keyword Research Tools: Google Keyword Planner, Ubersugges
	Ahrefs / SEMrush (Overview), Competitor Keyword Analysis
	Selecting Profitable Keywords, practice
	Keyword Mapping for Website Pages

Module 5	**Content Writing for Digital Marketing**
	Importance of Content in SEO, Types of Content:
	Blog Posts, Website Content
	Product Descriptions, Social Media Content
	Writing SEO-Friendly Content, Content Structure (Headings, Meta, Internal Links)
	Copywriting Basics (AIDA, PAS Framework), Content Calendar Planning, Avoiding Plagiarism & Using AI Smartly
Module 6	**Search Engine Optimization (SEO)**
	On-Page SEO- Title Tags & Meta Descriptions, URL Structure Header Tags (H1–H6)
	Image Optimization, Internal Linking, Keyword Placement, Content Optimization
	Off-Page SEO - What is Off-Page SEO? Backlinks & Types of Backlinks, Link Building Techniques, Guest Posting
	Local SEO Basics, Business Listings, Social Signals

Best Job Courses
Digital Marketing Course
Duration- 3 months

Module 7	**Google Search Console**
	What is Google Search Console? Website Verification, Performance Reports, Core Web Vitals Overview
	Indexing & Coverage Issues, Sitemap Submission, Fixing Errors & Penalties, URL Inspection Tool
Module 8	**Google Analytics**
	Introduction to Google Analytics (GA4), Account Setup & Tracking Code,
	Understanding Dashboard, Traffic Sources & User Behavior
	Audience Reports, Conversion Tracking, Goal Setup,
	Using Analytics for Marketing Decisions
Module 9	**Social Media Marketing (SMM)**
	Introduction to Social Media Marketing Platforms Overview:Instagram, Facebook, LinkedIn, YouTube, Creating Business Profiles,
	Content Strategy for Social Media, Reels, Stories & Short-Form Content, Hashtag Strategy
	Organic Growth Techniques, Social Media Analytics, Basics of Paid Ads (Overview)

Module 10	**Practical Training & Live Projects**
	Website Creation (Live Project), SEO Audit & Optimization, Content
	Keyword Research Assignment, Writing Practice, Social Media Strategy Plan

Best Job Courses
Digital Marketing Course
Duration- 3 months

	Analytics & Search Console Setup
Module 11	**Starting a Digital Marketing Company**
	Freelancing & Career Guidance, Freelancing Platforms (Upwork, Fiverr, Freelancer)
	Building a Portfolio, Client Communication, Pricing & Proposals, Personal Branding, Resume & Interview Tips
	Social Media Optimization (SMO) What is Social Media Optimization? Difference Between SMM & SMO
	Profile Optimization for: Instagram, Facebook, LinkedIn, Bio, Username & CTA Optimization, Content Optimization for Reach & Engagement, Hashtag Research & Strategy
	Posting Frequency & Best Timings, Increasing Organic Reach, Community Building & Engagement Techniques
Module 12	**Pay-Per-Click Advertising (PPC)**
	Meta Ads (Facebook & Instagram Ads) Introduction to Paid Advertising, Meta Business Manager Setup, Ad Account & Pixel Overview, Campaign Objectives Explained Audience Targeting: Core Audience, Custom Audience, Lookalike Audience, Ad Creatives & Copywriting, Budgeting & Bidding, A/B Testing,Reading & Optimizing Ad Performance
	Google Ads Introduction to Google Ads Google Ads Account Setup
	Types of Google Ads: Search Ads, Display Ads, Video Ads (YouTube), Keyword Research for PPC, Ad Copy Writing, Quality Score Explained, Budget Planning & Bidding Strategies, Conversion Tracking, Optimizing Campaigns for ROI
Module 13	**Email Marketing**

Best Job Courses
Digital Marketing Course
Duration- 3 months

	What is Email Marketing? Importance of Email Marketing
	Types of Email Campaigns: Promotional, Informational, Transactional, Email Marketing Tools Overview
	Building an Email List, Writing Effective Email Copies, Email Design Basics
	Open Rate & CTR Optimization, Email Marketing Best Practices
Module 14	**WhatsApp Marketing**
	Introduction to WhatsApp Marketing, WhatsApp Business App Overview, WhatsApp Business API (Basics)
	Broadcast Lists & Groups, Message Templates, Customer Engagement Strategies, Automation Basics
	WhatsApp Marketing Do's & Don'ts
Module 15	**Affiliate Marketing**
	What is Affiliate Marketing?
	How Affiliate Marketing Works, Types of Affiliate Models, Choosing the Right Affiliate Program
	Affiliate Platforms Overview, Content Strategies for Affiliate Marketing
	Tracking Affiliate Links, Common Mistakes to Avoid, Passive Income Basics
Module 16	**Resume Building & Freelancing Opportunities**
	Resume Building
	How to Create a Digital Marketing Resume, Key Skills to Highlight, Project-Based Resume Format, Adding Certifications & Tools, Creating a Strong Portfolio, Resume Tips for Freshers

Best Job Courses
Digital Marketing Course
Duration- 3 months

	Freelancing Opportunities Introduction to Freelancing, Popular Freelancing Platforms (Overview)
	How to Create a Freelancing Profile
	Finding Your First Client, Pricing Basics & Packages
	Client Communication Basics, Building Long-Term Clients

BEST JOB COURSES
WHERE COURSES MEET THE RIGHT JOB