



# LEXMETECH

## **Digital Marketing Course Syllabus 2024 (2-Month Course) 8-Weeks Training**

**Course Duration : 5 hour Every Week for 8 weeks.**

### **1. Introduction to Digital Marketing (1<sup>st</sup> week)**

- What is Digital Marketing?
- The Fundamentals of Digital Marketing
- Scope of Digital Marketing in India & Globally
- Latest Trends in Digital Marketing
- Digital Marketing for Working Professionals
- Digital Marketing for Startups
- Digital Marketing for SMBs (Small & Medium Businesses)
- Career Opportunities in Digital Marketing

### **2. Search Engine Optimization (SEO) (2<sup>nd</sup> week)**

- What is SEO and why is it important?
- Working for Search Engines
- Introduction to SERPs
- Different SEO Ranking Factors
- White Hat vs Black Hat SEO
- Understanding Google algorithm
- On-Page SEO
- Off-Page SEO
- eCommerce SEO

Lexmetech Systems Private Limited

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### **3. Social Media Optimization & Marketing (3<sup>rd</sup> week)**

- What is Social Media Marketing (SMM)?
- What is Social Media Optimization (SMO)?
- Understanding Different Social Media Platforms
- Content Strategies According to SM Platforms
- Organic Reach
- Optimizing Profiles on All Social Media Platforms
- Lead Generation Using Social Media
- Top Social Media Optimization Tools
- Understanding Client Projects & Requirements
- Social Media Content Creation Tools
- Finding Best Content Ideas
- Social Media Best Practices
- SMO Report Creation
- WhatsApp Marketing

### **4. Google Analytics (4<sup>th</sup> week)**

- Introduction to Google Analytics
- Working of Google Analytics
- How to Set Up Google Analytics for Website
- Google Analytics for SEO
- Google Analytics for PPC
- Important Metrics & Reports

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## **5. Google & Bing Tag Manager**

- Introduction to Google Tag Manager
- How to Set Up Google Tag Manager

## **6. Content Marketing (5<sup>th</sup> week)**

- What is Content Marketing?
- Types of Content Marketing
- Content Marketing Goals
- Using Different Forms of Content
- Creating Content Marketing Strategies
- Content Marketing for Social Media
- Important Metrics to Measure in Content Marketing
- Content Marketing with Video Content

## **7. YouTube Marketing (6<sup>th</sup> week)**

- Benefits of YouTube Marketing
- How YouTube Works?
- Analysis of Top YouTubers
- Setting Up New YouTube Channel
- Essentials for YouTube Video Recording
- Voice and Video Editing Tips and Tools
- How to Build and Grow YouTube Channel Organically?
- How to Earn from YouTube?
- Monetizing YouTube Channel

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### **8. Google Ads (7<sup>th</sup> week)**

- Introduction to Google Ads
- Working of Google Ads
- Types of Google Ads
- Importance of Landing Pages
- Running and Optimizing Search Ads

### **9. Facebook Ads (8<sup>th</sup> week)**

- Introduction to Facebook Ads
- How does Facebook Ads Work?
- Types & Objectives of Facebook Ads
- Understanding Audience and Targeting

### **AI Tools :**

- Chat GPT Basics and Uses
- Gemini AI Basics and Uses
- Freelancing

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