

DIGITAL MARKETING

Max: 30 Hrs.

S.NO	TOPICS	HOURS
1.	Digital Marketing Basics	2 hrs
2.	How the search engine works? Search Engine Techniques, Page Rank Technology	2 hrs
3.	SEO of an Image, Back links	3 hrs
4.	Blogger, Meta Tags	3 hrs
5.	Affiliate Marketing	5 hrs
6.	Google Search Console/Web Masters Tools, On-page and Off-page SEO	2 hrs
7.	Google Trends, Mobile Friendly view	2 hrs
8.	Google Ad Sense	2 hrs
9.	Google Ad Words, Creating Ad, Campaigns	2 hrs
10.	Keyword Planner	2 hrs
11.	Alexa Ranking Too	2 hrs
12.	YouTube Studio and YouTube Channel.	2 hrs
13.	Facebook Ads	1 hrs