



SE & DIGITAL MARKETING PROGRAM



CONTENTS

1. Introduction to SE& Digital Marketing

2. Why Choose Chools?

3. Who Can Apply?

4. Program Overview

5. Objectives and Outcomes

6. Skills Learned

7. Job Positions and Opportunities

8. Key Industry Verticals

9. Program Outline

- Stage 1: Fundamentals of SEO
- Stage 2: Advanced SETechniques
- Stage 3: Digital Marketing Strategies
- Stage 4: Campaign Execution and Optimization
- Elective Modules

10. Enrollment Information



INTRODUCTION TO SEO & DIGITAL MARKETING

Hello, future digital marketing expert! The SEO & Digital Marketing program at Chools teaches you the skills and strategies to optimize your website and online presence for search engines and users, as well as how to create and execute effective digital marketing campaigns using various platforms and tools. SEO enables improving the visibility and relevance of a website or a web page in the organic results of a search engine, such as Google or Bing. Digital Marketing involves using digital channels, such as social media, email, websites, and mobile apps, to promote a product, service, or brand to potential and existing customers. You'll learn the skills to achieve that and more.





Why Choose Chools?

Numbers That Speak for Themselves:

- 10,000+ Successful Alumni: Join a network of impactful professionals.
- 95% Job Placement Rate: Secure your future with Chools' proven track record.
- 20+ Years of Excellence: Trust in a legacy of education and industry expertise.
- 200+ Industry Partnerships: Leverage our connections for real-world insights and opportunities.

What Sets Us Apart?

- **Expert Instructors:** Learn from industry veterans with hands-on experience.
- **Hybrid Learning Model:** Balance online flexibility with in-person engagement.
- **Comprehensive Curriculum:** Stay ahead with courses designed to meet market demands.
- **Community and Networking:** Be part of an active community of learners and professionals.

What Can Apply?

Eligibility Criteria:

- **Educational Background:** A bachelor's degree in any subject, preferably with a STEM background.



- **Skills:** Good command of English.
- **Knowledge:** Some prior knowledge of marketing concepts and tools.
- **Passion:** A passion for creativity and staying updated on trends.

Program Overview

The SEO & Digital Marketing Program at Chools provides an extensive education in SEO and digital marketing. Our curriculum covers a wide range of topics to ensure a thorough understanding, combining theoretical knowledge with practical, hands-on experience.

Learning Mode:

- **Hybrid Learning Model:** Combines online learning with in-person sessions for flexibility and interactive engagement.
- **Interactive Sessions:** Includes live webinars, workshops, and Q&A forums with expert instructors and peers.
- **Self-paced Learning:** Access course materials anytime, allowing you to learn at your own pace.



Skills Learned

- **SEO Fundamentals:** Understanding core SEO concepts and strategies.
- **Keyword Research:** Conducting keyword research to identify target phrases.
- **On-Page Optimization:** Optimizing website content and structure for search engines.
- **Off-Page SEO:** Building backlinks and improving domain authority.
- **Technical SEO:** Ensuring website technical health and performance.
- **Content Marketing:** Creating and distributing valuable content.
- **Social Media Marketing:** Promoting content and engaging audiences on social media.
- **Email Marketing:** Designing and executing effective email campaigns.
- **Analytics:** Using tools like Google Analytics to measure and improve performance.
- **Digital Advertising:** Running paid campaigns on platforms like Google Ads and Facebook Ads.

Job Positions and Opportunities

- **Career Paths:** SEO Specialist, Digital Marketing Manager, Content Marketing Strategist, Social Media Manager, PPC Specialist, Marketing Analyst
- **Industry Demand:** High demand across various sectors, competitive salaries, and strong growth potential.

Key Industry Verticals

- **Skill Application Areas:** Technology, Finance, Healthcare, Retail, Marketing, Telecommunications, Education, Logistics and Supply Chain, Government and Public Services

Curriculum Highlights:

- **Fundamental Knowledge:** Core principles of SEO and digital marketing.
- **Advanced Techniques:** In-depth understanding of SEO and digital marketing best practices.
- **Real-World Applications:** Practical projects and case studies.
- **Professional Development:** Continuous learning and networking opportunities.

By completing the SEO & Digital Marketing Program at Chools, you'll gain the skills, knowledge, and experience needed to excel in digital marketing, positioning yourself as a valuable asset to any organization.

Program Objectives

- Master technical skills in SEO and digital marketing.
- Implement best practices for optimizing websites and online presence.
- Explore various digital marketing platforms and tools.
- Address real-world digital marketing challenges.
- Understand best practices in SEO and digital marketing.
- Foster continuous learning.
- Encourage creativity and innovation.
- Prepare for advanced roles in digital marketing.

Expected Outcomes

- Proficiency in SEO and digital marketing tools and techniques.
- Practical experience through hands-on projects.
- Strong analytical and problem-solving skills.
- Application of best practices in SEO and digital marketing.
- Innovation in digital marketing strategies.



PROGRAM OUTLINE

Stage 1: Fundamentals of SEO

1. Introduction to SEO

- Core principles and strategies of SEO.
- Understanding search engine algorithms.
- Key components of an effective SEO strategy.

2. Keyword Research and Analysis

- Conducting keyword research to identify target phrases.
- Analyzing keyword competition and search intent.
- Using keyword research tools effectively.

Stage 2: Advanced SEO Techniques

3. On-Page Optimization

- Optimizing website content and structure for search engines.
- Best practices for meta tags, headings, and URLs.
- Enhancing user experience and engagement.

4. Off-Page SEO and Link Building

- Building backlinks to improve domain authority.
- Strategies for acquiring high-quality links.
- Monitoring and managing backlink profiles.

5. Technical SEO

Ensuring website technical health and performance.

- Conducting technical audits and resolving issues.
- Implementing structured data and schema markup.

Stage 3: Digital Marketing Strategies

6. Content Marketing

- Creating and distributing valuable content.
- Developing a content marketing plan.
- Measuring content performance and ROI.

7. Social Media Marketing

- Promoting content and engaging audiences on social media.
- Best practices for social media management.
- Analyzing social media metrics and performance.

8. Email Marketing

- Designing and executing effective email campaigns.
- Personalizing email content and segmentation.
- Measuring email marketing success.

9. Digital Advertising

- Running paid campaigns on platforms like Google Ads and Facebook Ads.
- Creating effective ad copy and visuals.
- Optimizing ad performance and budget.

PROGRAM OUTLINE

Stage 4: Campaign Execution and Optimization

10. Analytics and Reporting

- Using tools like Google Analytics to measure and improve performance.
- Creating and interpreting marketing reports.
- Making data-driven decisions for campaign optimization.

11. Digital Marketing Strategy Development

- Developing comprehensive digital marketing strategies.
- Aligning marketing goals with business objectives.
- Implementing and managing digital marketing plans.

Elective Modules

12. Data Ethics and Privacy

- Ethical considerations, privacy laws, and compliance strategies.

13. AI Integration for Digital Marketing

- Implementing AI solutions in digital marketing.

14. E-commerce Marketing

- Strategies for promoting e-commerce businesses.

15. Influencer Marketing

- Collaborating with influencers to boost brand awareness.

16. Local SEO

- Optimizing for local search and business listings.

Enrollment Now Open!

Take the first step towards becoming a digital marketing expert. Enroll in our SE& Digital Marketing Program and enhance your career with Chools.