Emerging Technologies

SEO & Digital Marketing Program

<u>Curriculum</u>

Program Outline :

Module 1:Fundamentals of SEO

1. **Introduction to SEO**

   o Core principles and strategies of SEO.

   o Understanding search engine algorithms.

   o Key components of an effective SEO strategy.

2. **Keyword Research and Analysis**

   o Conducting keyword research to identify target phrases.

   o Analyzing keyword competition and search intent.

   o Using keyword research tools effectively.

Module 2: Advanced SEO Techniques

3. **On-Page Optimization**

   o Optimizing website content and structure for search engines.

   o Best practices for meta tags, headings, and URLs.

   o Enhancing user experience and engagement.

4. **Off-Page SEO and Link Building**

   o Building backlinks to improve domain authority.

   o Strategies for acquiring high-quality links.

o   Monitoring and managing backlink profiles.

5. **Technical SEO**

o   Ensuring website technical health and performance.

o   Conducting technical audits and resolving issues.

o   Implementing structured data and schema markup.

Module 3: Digital Marketing Strategies

6. **Content Marketing**

o   Creating and distributing valuable content.

o   Developing a content marketing plan.

o   Measuring content performance and ROI.

7. **Social Media Marketing**

o   Promoting content and engaging audiences on social media.

o   Best practices for social media management.

o   Analyzing social media metrics and performance.

8. **Email Marketing**

o   Designing and executing effective email campaigns.

o   Personalizing email content and segmentation.

o   Measuring email marketing success.

9. **Digital Advertising**

o   Running paid campaigns on platforms like Google Ads and Facebook Ads.

o   Creating effective ad copy and visuals.

o   Optimizing ad performance and budget.

Module 4: Campaign Execution and Optimization

10. **Analytics and Reporting**

o   Using tools like Google Analytics to measure and improve performance.

o   Creating and interpreting marketing reports.

o   Making data-driven decisions for campaign optimization.

11. **Digital Marketing Strategy Development**

   o   Developing comprehensive digital marketing strategies.

   o   Aligning marketing goals with business objectives.

   o   Implementing and managing digital marketing plans.

Elective Modules

12. **Data Ethics and Privacy**

   o   Ethical considerations, privacy laws, and compliance strategies.

13. **AI Integration for Digital Marketing**

   o   Implementing AI solutions in digital marketing.

14. **E-commerce Marketing**

   o   Strategies for promoting e-commerce businesses.

15. **Influencer Marketing**

   o   Collaborating with influencers to boost brand awareness.

16. **Local SEO**

   o   Optimizing for local search and business listings.

Websites:

- https://chools.in/
- https://ramaqchools.com/
- https://www.choolsgroup.com/