

Digital marketing course

Duration: 3 Months (12 Weeks)

Module 1: Foundations of Digital Marketing (Weeks 1-4)

Week 1: Introduction to Digital Marketing

- Overview of digital marketing
- Understanding key metrics and KPIs
- The role of a website in digital strategies

Week 2: Content Marketing Fundamentals

- Engaging content creation strategies
- Blogging essentials with WordPress
- Storytelling and audience personas

Week 3: SEO Basics with WordPress Integration

- Search engine optimization principles
- On-page SEO using WordPress plugins
- Keyword research and implementation

Week 4: Social Media Marketing and Website Integration

- Designing social media strategies
- Linking social platforms to WordPress
- Analyzing traffic from social media to websites

Module 2: WordPress Website Design and Advanced Marketing (Weeks 5-8)

Week 5: WordPress for Beginners

- Setting up and hosting WordPress websites
- Choosing themes and templates
- Building a homepage and essential pages

Week 6: Website Customization and Optimization

- Introduction to WordPress plugins (e.g., Elementor, Yoast SEO)
- Optimizing for mobile responsiveness
- Website performance metrics

Week 7: Advanced Digital Marketing (PPC & Analytics)

- Paid campaigns (Google Ads, Social Media Ads)
- Google Analytics for monitoring website performance
- Budgeting and optimization strategies

Week 8: Email and Affiliate Marketing with WordPress

- Embedding forms and pop-ups on WordPress
- Setting up affiliate marketing programs
- Leveraging email campaigns to boost conversions

Module 3: Practical Projects and Career Readiness (Weeks 9-12)

Week 9: Integrating Marketing Strategies into Websites

- Creating landing pages for campaigns
- Using WordPress for e-commerce setup
- Designing call-to-action (CTA) strategies

Week 10: Capstone Project - Build Your Digital Empire

- Design a professional WordPress website for a business
- Integrate a complete marketing strategy

Week 11: Exploring Digital Career Pathways

- Top roles in digital marketing and website design
- Freelancing opportunities using WordPress

Week 12: Final Review and Certification

- Presenting the capstone project
- Personalized feedback and course wrap-up

Delivery Format:

- Interactive video tutorials and live Q&A sessions
- Hands-on WordPress website-building assignments
- Tools like SEMrush, Canva, MailChimp, Elementor