

## Course Plan for Digital Marketing and SEO

Class	Topics	Details
<b>Part 1</b>	<b>Web Fundamental</b>	
<b>Class 01</b>	Orientation + Basic Overview of SEO	What Is SEO ? Why Should You Learn SEO ? How Google Works In Terms Of Ranking A Page Or Website ? Getting To Know Search Engines Paid VS Organic Promotion
<b>Class 02</b>	Make a page with Html CSS	1. Cpanel idea 2. create html page 3. Css practice publish in a domain
<b>Class 03</b>	Create a site with worpress	1. wordpress install 2. theme install 3. plugin install 4. Theme customization
<b>Part 2</b>	<b>ON Page SEO</b>	
<b>Class 04</b>	SEO Glossary	<a href="https://www.searchenginejournal.com/seo-101/seo-glossary-terms-definitions/#close">https://www.searchenginejournal.com/seo-101/seo-glossary-terms-definitions/#close</a>
<b>Class 05</b>	Niche + Keywords Research	What Is Keyword Research? Why You Should Do Keyword Research Before Diving Into Writing Content ? How To Find Out Most Relevant Keywords For Your Home Page & Blog Content ? What Tools Do You Need To Use To Research Keywords ? 1. Discover Long Tail Keywords With "Google Suggest" 2. Find Solid Keywords In The Google Keyword Planner 3. Tap Into Online Communities 4. Identify Low Competition Keywords 5. Find "Question Keywords" With ATP 6. keywords research with ahref 7. anchor text mapping : <a href="https://www.gotchseo.com/anchor-text/">https://www.gotchseo.com/anchor-text/</a> 8. Understand the keywords intent : <a href="https://www.poweredbysearch.com/blog/how-to-determine-the-commercial-intent-of-keywords/">https://www.poweredbysearch.com/blog/how-to-determine-the-commercial-intent-of-keywords/</a>
<b>Class 06</b>	Know your Competitors	1. <a href="https://www.digitaldoughnut.com/articles/2019/april/competitor-analysis-checklist-for-launching-ppc">https://www.digitaldoughnut.com/articles/2019/april/competitor-analysis-checklist-for-launching-ppc</a> 2. <a href="https://www.youtube.com/watch?v=_oU8lclN114&amp;t=294s">https://www.youtube.com/watch?v=_oU8lclN114&amp;t=294s</a>
<b>Class 07</b>	google search console + google analytics	1. verify a site in google search console manually + plugin + cpanel 2. sitemap update 3. robots.txt update 4. verify a site in google analytics manually + plugin

<b>Class 08</b>	Content for SEO	Here in This Section You Will Learn How You Can Develop A Content Plan For Any Website ? How Do You Know That How Many Section Do You Need There To Create Stellar Content That Will Have A Higher Chance Of Ranking? How To Use Google Spreadsheet & Word Docs To Combine Content Plan ?
<b>Class 09</b>	Optimize Content	1. publish an article on wordpress + select a keyword 2. Optimize URL 3. Optimize Title 4. Optimize content 5. Optimize images 6. Optimize Meta Data 7. Yoast SEO plugin
<b>Class 10</b>	Load Speed optimization	1. Minify html/ css ( manually + plugin) 2. compress images 3. fix Leverage browser caching + Defer parsing of JavaScript 4. use plugin for cache  check result on Gtmatrix + google page speed
<b>Class 11</b>	Connect your Business to Google	1. setup and verify your site in googme my business page 2. full fill all information on googel my business page
<b>Class 12</b>	Rich snippet Markup	<a href="https://backlinko.com/hub/seo/snippets">https://backlinko.com/hub/seo/snippets</a>
<b>Part 3</b>	<b>OFF Page SEO</b>	
<b>Class 13</b>	Link Building 101	What Is Link Building ? Why Do You Need To Build Links For Any Website ? Types Of Link?
<b>Class 14</b>	Blogger outreach	1. all about Guest post + niche edits 2. all the steps for guest post 3. prepare a doc 4. find sites 5. find contact information 6. send email 7. Editorial fee negotiation 8. Pitch conten idea 9. Publish .
<b>Class 15</b>	Blogger outreach	1. find 10 sites 2. find their contact address 3. send email and negotiation
<b>Class 16</b>	Blogger outreach	Practice
<b>Class 17</b>	Resource page + Broken link	1. what is resource page link 2. what is broken link ? 3. How can possible to do both link in same time ? 4. outreach email example 5. tools required to do it
<b>Class 18</b>	Resource page + Broken link	Practice
<b>Class 19</b>	Event Backlink	<a href="https://www.matthewwoodward.co.uk/seo/link-building/events/">https://www.matthewwoodward.co.uk/seo/link-building/events/</a>
<b>Class 20</b>	Event Backlink	Practice
<b>Class 21</b>	SkyScrapper process	<a href="https://www.link-assistant.com/news/skyscraper-link-building.html">https://www.link-assistant.com/news/skyscraper-link-building.html</a>
<b>Part 5</b>	<b>Email Marketing</b>	

<b>Class 22</b>	Mailchimp autoresponder	<a href="https://blog.salesflare.com/ultimate-mailchimp-guide">https://blog.salesflare.com/ultimate-mailchimp-guide</a>
<b>Class 23</b>	Email Optin	<ol style="list-style-type: none"> <li>1. create a email optin form</li> <li>2. setup practically in your wordpress manually</li> <li>3. setup with plugin</li> <li>4. test</li> </ol>
<b>Part 6 Social Media Marketing</b>		
<b>Class 24-26</b>	Social Media Marketing	1. Facebook Marketing 2. Facebook Advertising Details 3. Twitter Marketing 4. LinkedIn Marketing
<b>Class 27</b>	Blogging and Google adsense	Including youtube marketing
<b>Part 7 Freelancing Marketplaces</b>		
<b>Class 28</b>	FREELANCING MARKETPLACES	<ul style="list-style-type: none"> <li>• Getting To Know Upwork, Fiverr, Freelancer, PeoplePerhour, Guru etc.</li> <li>• How To Bid For Projects And What To Include In Your Bidding</li> <li>• How To Bid For Projects And What To Include In Your Bidding</li> <li>• How To Effectively Pass Interview</li> <li>• How To Manage Clients</li> <li>• How To Build A Great Relationship With Clients</li> <li>• How To Communicate Clients</li> </ul>
<b>Class 29</b>		
<b>Class 30</b>		
<b>Class 31</b>	E-Commerce & Product Listing	<ul style="list-style-type: none"> <li>• Types of listing : Single &amp; Variations</li> <li>• Amazon Listing</li> <li>• eBay listing</li> <li>• Shopify Listing</li> <li>• Groupon Listing</li> <li>• Etsy Listing</li> </ul>
<b>Class 32</b>	Problem Solving and Farewell	