

- ALL COMPUTER COURSES
 - ENGLISH LANGUAGE COURSES
 - TUITION NURSERY TO 10TH (ALL SUBJECTS)
- WEBSITE: <https://learninghubshahabad.in>

Digital Marketing Syllabus (Hinglish Version)

Module 1: Introduction to Digital Marketing

- Digital Marketing kya hota hai
 - Traditional vs Digital Marketing
 - Online marketing channels
 - Career scope in digital marketing
 - Digital marketing ecosystem samajhna
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Module 2: Website Planning & Creation

- Domain & Hosting kya hota hai
 - WordPress se website banana
 - Website structure aur navigation
 - Landing pages design karna
 - Basic website SEO setup
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Module 3: Search Engine Optimization (SEO)

- SEO basics (On-page & Off-page SEO)
- Keywords research (tools: Google Keyword Planner, Ubersuggest)
- Meta tags, titles, and descriptions
- Backlinks banana
- Local SEO & Google My Business
- SEO analytics aur ranking track karna

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 **Module 4: Search Engine Marketing (SEM) / Google Ads**

- Google Ads introduction
 - Search Ads, Display Ads, Video Ads
 - Keyword bidding aur Quality Score
 - Ad copy likhna aur CTR badhana
 - Conversion tracking & campaign optimization
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 **Module 5: Social Media Marketing (SMM)**

- Facebook & Instagram Marketing
 - LinkedIn & Twitter Marketing
 - YouTube Marketing basics
 - Organic vs Paid campaigns
 - Ad creation & targeting techniques
 - Social media content strategy
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 **Module 6: Content Marketing**

- Content creation strategy
 - Blog writing, video scripts, infographics
 - Storytelling techniques
 - SEO-friendly content likhna
 - Content calendar banana
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 **Module 7: Email Marketing**

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- Email marketing basics
 - Email list banana (lead generation)
 - Mailchimp ya ConvertKit ka use
 - Newsletter aur automation setup
 - Open rate aur CTR improve karna
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 **Module 8: Affiliate Marketing**

- Affiliate marketing kya hai
 - Amazon Associates / ClickBank join karna
 - Affiliate links aur tracking samajhna
 - Conversion optimization tips
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 **Module 9: Influencer & Personal Branding**

- Influencer marketing basics
 - Collaboration aur brand deals
 - Personal brand banana (Instagram, LinkedIn)
 - Online reputation management
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 **Module 10: Analytics & Reporting**

- Google Analytics ka use
 - Traffic, engagement, conversion tracking
 - UTM parameters
 - Campaign performance report banana
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 **Bonus Modules**

- **AI Tools in Digital Marketing** (ChatGPT, Canva AI, Jasper, etc.)
- **E-commerce Marketing** (Shopify, WooCommerce)
- **Mobile Marketing & App Promotion**
- **Freelancing & Client Handling Tips**

 **Final Project**

- Ek live campaign chalana
- SEO + Google Ads + Social Media integrate karna
- Result analyze karke report banana