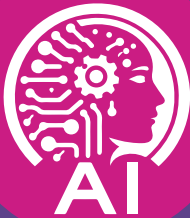


Advance
Digital
Marketing Course

with **E-Commerce**
Marketing



Artificial Intelligence

50+Module
Main Module 20

SOCIAL

Media Marketing (SMM)

Facebook | Instagram | Twitter/X, LinkedIn,
YouTube | Pinterest and more.

1. Page Creation (Business Profile Create)

2. Create a Campaign in Meta Ads Manager

3. Set Up Your Ad Set

4. Define Audience Targeting

- a. Location
- b. Age
- c. Gender

5. Detailed Targeting (Interests, Demographics, Behaviors)

- a. Demographics:
- b. Education
- c. Life Events
- d. Job Title

and more...

Trends: Influencer Marketing, Short-form videos (Reels), Shoppable Posts, and AI-Driven Targeting.

Tools: Buffer, Hootsuite, Sprout Social, Meta Ads Manager.

WEBSITE

Creation

WordPress

Is a popular open-source content management system (CMS)

80-90%

WEBSITE Design

Build-up on Word Press

Here are key features of WordPress:

Ease of Use

With its user-friendly interface, WordPress enables even beginners to **Create professional websites without coding.**

Themes

Pre-designed templates (themes) allow users to quickly change the look of their website.

Plugins

Extend the functionality of a site by adding features like SEO tools, social media integration, e-commerce, etc.

SEO-Friendly

WordPress provides tools and plugins that help improve search engine optimization (SEO) of your website.



Search Console

PERFORMANCE MONITORING

Shows how your site is performing in Google search results, including total clicks, impressions, average **Click-Through Rate (CTR)**, and average position for specific search queries.

INDEX COVERAGE REPORT:

Displays the number of pages Google has indexed on your website, including which pages are being excluded and why. Helps you identify any crawling or indexing issues that might prevent certain pages from appearing in search results.

Sitemaps and URL Submission

Shows how your site is performing in Google search results, including total clicks, impressions, average **Click-Through Rate (CTR)**, and average position for specific search queries.

INDEX COVERAGE REPORT

Displays the number of pages Google has indexed on your website, including which pages are being excluded and why. Helps you identify any crawling or indexing issues that might prevent certain pages from appearing in search results.

Improved SEO By identifying the search queries that bring traffic and the pages that rank well, you can optimize your content and strategy.

Indexing Control You can monitor which pages of your website are indexed and fix any issues that might be preventing other important pages from appearing in search results.

Better User Experience Fix usability and mobile issues flagged by Search Console to enhance your site's performance and user experience.

Real-time Feedback As you make changes to your site, you can see how it impacts your search performance over time.



Analytics

Track Website Traffic

See how many users visit your site, where they come from, and what they do on your site.

Understand User Behavior: Learn which pages users visit, how long they stay, and which paths they take through your site.

Audience Insights: Understand demographic data such as age, gender, interests, location, and devices used.

Conversion Tracking: Measure the success of your goals.

Campaign Performance: Measure the effectiveness of your marketing campaigns (Google Ads, email, social media, etc.).

SEO Insights: Monitor organic search traffic and see how users are finding your site via search engines.

With Google Analytics 4 (GA4), the newer version, it offers enhanced features like event-based tracking, cross-platform tracking, and more focus on privacy and user-centric data.

Mobile Responsive

Many WordPress themes are optimized for mobile use, making your site accessible on smartphones and tablets.

User-friendly

You don't need extensive coding knowledge to create and manage a website with WordPress. It provides a simple, intuitive interface for content creation, editing, and management.

Themes

WordPress allows users to apply pre-designed or custom themes, which are templates that define the visual appearance of a website. You can change themes easily to update your site's look.

Plugins

WordPress supports a wide range of plugins (extensions) that add features and functionalities, such as contact forms, e-commerce tools, SEO optimization, and social media integration.

Versatility

WordPress can be used for all types of websites, including blogs, portfolios, business sites, e-commerce stores, and even membership or educational platforms.

SEO-friendly

WordPress is designed to be search engine-friendly, making it easier to optimize your site for better visibility on search engines like Google. Most WordPress themes are designed to be responsive, meaning your site will look good on desktops, tablets, and smartphones.



Tag Manager

Tag management

Track Website Traffic: See how many users visit your site, where they come from, and what they do on your site.

Understand User Behavior: Learn which pages users visit, how long they stay, and which paths they take through your site.

Audience Insights: Understand demographic data such as age, gender, interests, location, and devices used.

Conversion Tracking: Measure the success of your goals.

Campaign Performance: Measure the effectiveness of your marketing campaigns (Google Ads, email, social media, etc.).

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SEO

Search Engine Optimization

1. On-Page SEO

- **Keyword Research:** Finding the right keywords that your target audience is searching for.
- **Title Tags:** Optimizing the title of web pages to include relevant keywords.
- **Meta Descriptions:** Writing a concise and compelling summary of the webpage content.
- **Headings (H1, H2, H3):** Structuring content with heading tags to improve readability and keyword relevance.
- **URL Structure:** Ensuring URLs are clean, descriptive, and contain target keywords.
- **Internal Linking:** Linking between pages on your website to guide users and search engines.
- **Content Optimization:** Creating high-quality, original, and valuable content that addresses users' needs and includes target keywords.
- **Image Optimization:** Compressing images and using descriptive alt text to improve page loading speed and accessibility.

Tools:

Google Search Console, Ahrefs, SEMrush, Moz, Screaming Frog.

2. Off-Page SEO

Off-page SEO focuses on actions taken outside your website to improve its authority and relevance.

Backlink Building: Earning links from other reputable websites to signal to search engines that your content is valuable.

Social Sharing: Promoting content on social media to increase visibility and potential backlinks.

Guest Blogging: Writing articles for other websites to earn backlinks and build your online reputation.

Brand Mentions: Getting your brand mentioned on high-authority websites, even if they don't link directly.

3. Technical SEO

This ensures that your website meets the technical requirements of search engines for better crawling and indexing.

Site Speed: Improving page load times, as faster websites perform better in search rankings.

Mobile-Friendliness: Ensuring your website is responsive and optimized for mobile devices.

XML Sitemap: Creating a sitemap to help search engines understand the structure of your website and index it effectively.

Robots.txt File: Telling search engines which pages to crawl and which to ignore.

HTTPS: Using secure connections (SSL certificates) for better security and ranking benefits.

Canonical Tags: Preventing duplicate content issues by specifying the "preferred" version of a webpage.

4. Local SEO

Local SEO is focused on optimizing a website to be visible in local search results.

Google My Business: Optimizing your business profile on Google, including accurate business information, images, and customer reviews.

Local Citations: Ensuring your business is listed on local directories and websites (e.g., Yelp, Yellow Pages).

NAP Consistency: Ensuring your business's Name, Address, and Phone number are consistent across all platforms.

Localized Content: Creating content that caters to local audiences or references specific geographic areas.

5. Content SEO

Content is a key element of SEO, and it's important to create content that appeals to both users and search engines.

Blog Posts: Regularly updating your website with informative and keyword-rich blog posts.

Long-Form Content: Creating in-depth, comprehensive content that covers topics extensively, as search engines tend to favor longer, high-quality articles.

User-Generated Content: Encouraging reviews, comments, and other forms of user-generated content, which can help increase engagement and SEO ranking.

Content Freshness: Regularly updating old content to keep it relevant and useful.

6. SEO Analytics and Monitoring

Monitoring your SEO performance is crucial for ongoing optimization.

Google Analytics: Tracking website traffic, user behavior, and conversion rates.

Google Search Console: Monitoring your website's presence in Google search results, identifying indexing issues, and understanding search performance.

Keyword Tracking Tools: Using tools like Ahrefs, SEMrush, or Moz to track keyword rankings and find opportunities for improvement.

Backlink Analysis: Monitoring your backlinks to ensure quality and disavow any harmful or spammy links.

7. User Experience (UX) and SEO

Search engines like Google consider user experience as part of their ranking algorithms.

Bounce Rate: Reducing the percentage of users who leave your site without engaging.

Dwell Time: Increasing the amount of time users spend on your site by providing valuable content.

Core Web Vitals: Optimizing for Google's metrics, which include loading speed, interactivity, and visual stability.

8. Voice Search SEO

As voice search becomes more popular, optimizing for voice queries is increasingly important.

Natural Language Queries: Optimizing content for question-based queries and conversational keywords.

Featured Snippets: Structuring content to appear in the featured snippets (quick answers at the top of the search results).

9. Mobile SEO

With the majority of searches happening on mobile devices, mobile optimization is essential.

10. Mobile-First Indexing: Google primarily uses the mobile version of your site for ranking and indexing.

Responsive Design: Ensuring your site automatically adjusts to different screen sizes.

Accelerated Mobile Pages (AMP): Implementing AMP to improve mobile load times and performance.

10. E-commerce SEO

Optimizing product pages and shopping experiences for online stores.

Product Descriptions: Writing unique, keyword-rich product descriptions.

User Reviews: Encouraging customer reviews for social proof and SEO ranking.

Schema Markup: Using structured data to improve product visibility in search engine results, such as showing prices, availability, and reviews.

LOCAL SEO

Focus: Optimizing for local search queries, Google My Business (GMB), reviews, and citations.

Tools: BrightLocal, Yext, Moz Local, Google Business Profile.

These modules cover a comprehensive spectrum of digital marketing disciplines that are trending and relevant in 2024.

Would you like further details on any specific module?



1. Campaign Types (Modules)

Search Campaigns: Text ads that appear on Google's search results.

Display Campaigns: Image ads that appear on the Google Display Network.

Video Campaigns: Ads that run on YouTube and other video platforms.

Shopping Campaigns: Product-based ads for e-commerce businesses.

App Campaigns: Ads to promote mobile apps.

Performance Max Campaigns: An AI-driven campaign type that reaches across Google's networks.

2. Ad Extensions

Sitelinks

Callouts

Structured Snippets

Call Extensions

Location Extensions

3. Targeting and Bidding Modules

Keywords: Choose keywords to target user searches.

Audiences: Target specific user groups (demographics, interests, etc.).

Demographics: Age, gender, income targeting.

Geographic Targeting: Locations for your ads.

Ad Schedule: When ads will show.

Bid Strategies: Manual CPC, Enhanced CPC, Target CPA, Target ROAS, etc.

4. Tracking and Reporting Modules

Conversion Tracking

Google Analytics Integration

Reporting and Analysis

Each of these can be considered "modules" or elements that advertisers learn to optimize when working with Google Ads.

Would you like more detailed information on any specific area?

E-MAIL

Marketing

Types: News letters, Drip campaigns, transactional E-mails, personalized campaigns.

Trends: AI-driven segmentation, Interactive emails, and Email Automation.

Tools: Mailchimp

CONTENT

Marketing

Formats: Blogs, eBooks, infographics, podcasts, videos, webinars.

Trends: AI-generated content, long-form content, topic clusters, and personalization.

Tools: HubSpot, BuzzSumo, Grammarly, Google Trends, Canva.

AFFILITE

Marketing

Trends: Influencer affiliates, AI-powered tracking, and performance-based partnerships.

Conversion

Rate Optimization (CRO)

Focus: Landing page optimization, A/B testing, user journey improvement.

Tools: Google Optimize, Hotjar, Crazy Egg, Optimizely.

VIDEO

Marketing

Trends: Influencer affiliates, AI-powered tracking, and performance-based partnerships.

Platforms: YouTube, Instagram Reels, LinkedIn Video.

Trends: Short-form videos, live streaming, shoppable videos, and interactive content.

WEB

Rate Optimization (CRO)

Tools: Google Analytics 4 (GA4), Google Tag Manager

Key Metrics: Traffic, Bounce Rate, Conversion rate, Customer Journey Tracking.

Mobile

Marketing

Platforms: SMS, app Marketing, in-app Advertising.

Trends: Progressive Web Apps (PWAs), Mobile-first Indexing,
Location-Based Marketing.

Tools: Google Mobile Ads,

INFLUENCER

Marketing

Platforms: Instagram, TikTok, YouTube, Twitter/X.

Trends: Micro and nano-influencers, long-term brand partnerships,
influencer-generated content.

Tools: Upfluence, Aspire, Grin, Heepsy.

Voice

Search Optimization

Focus: Optimizing content for voice search, natural language processing (NLP), and smart assistants (Google Assistant, Alexa).

Strategies: Long-tail keywords, conversational queries, and featured snippets.

E-Commerce

Marketing

Platforms: E-commerce

Trends: Social commerce, Subscription models, one-click checkout, voice-assisted shopping.

Tools: Google Merchant Center, Meta Commerce Manager.

ARTIFICIAL

Intelligence (AI) in Digital Marketing

Applications: Predictive analytics, AI-powered chatbots, personalized content.

Tools: ChatGPT (OpenAI), Copilot and AI tools.

MARKETING

Automation

Workflow automation, lead nurturing, customer segmentation, and personalized campaigns.