

# Digital Marketing & Freelancing Course Outline

## About Us

Digital Training is a top rated Digital Marketing Training Institute in Lahore. We provides informative course modules covering all strategies of Digital Media Marketing. The course will help you to understand and gain all the information to become an expert digital marketer.

The following are the main topic that we will cover.

## Course Content

### Contents

1. Digital Marketing Overview .....	2
2. Search Engine Optimization (SEO).....	3
3. Word-Press .....	3
4. Google Analytics.....	4
5. PPC Advertising Google Ads .....	5
6. Content Marketing .....	6
7. Social Media Marketing .....	7
• What is social media?.....	7
• Understanding the existing Social Media paradigms& psychology .....	7
• How social media marketing is different than others .....	7
• Twitter Marketing .....	7
• Youtube Marketing .....	7
8. Freelancing.....	8
9. 3 Month Internship.....	9

# **Digital Marketing & Freelancing Course Outline**

## **Course outline in details**

### **1. Digital Marketing Overview**

- What is marketing?
- What is digital marketing?
- Understanding Marketing Process.
- Why Digital Marketing wins over traditional Marketing?
- Understanding Digital Marketing Process

# Digital Marketing & Freelancing Course Outline

## 2. Search Engine Optimization (SEO)

- What is SEO?
- Introduction to SERP
- What are search engines?
- How search engines work
- What are keywords?
- Different types of keywords
- Google keyword planner tool
- Keywords research process
- On page optimization
- Off Page optimization
- Local SEO
- Monitoring SEO process
- Preparing SEO reports
- What is link juice?
- Importance of domain and page authority
- What is Google Panda Algorithm?
- What is Google Penguin?
- What is Google EMD Update?

## 3. Word Press

- What is WordPress?
- How to Optimize Page in WordPress?
- Installation of Plugins
- On Page SEO Using WordPress

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## 4. Google Analytics

- Introduction to Google analytics
- How Google analytics works
- Understanding Google analytics account structure
- Understanding Google analytics insights
- Understanding cookie tracking
- Types of cookie tracking used by Google analytics
- Starting with Google analytics
- How to set up analytics account
- How to add analytics code in website
- Understanding bounce & bounce rate
- How to reduce bounce rate
- What is link tagging
- How to view customized reports
- Monitoring traffic sources
- Monitoring traffic behavior

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## 5. PPC Advertising Google Ads

- Google Adwords Overview
- Understanding Adwords Algorithm
- Creating Search Campaigns
- Understanding different types of bid
- Advanced level bid strategies
- Pros & Cons of different bid strategies
- Understanding ad-extensions
- Types of ad-extensions
- Adding ad-extensions in our campaign
- Creating adgroups
- Understanding keywords
- Creating search ads
- Creating Display Campaign

# Digital Marketing & Freelancing Course Outline

## 6. Content Marketing

- What is Content marketing?
- Introduction to content marketing
- Objective of content marketing
- Types of content
- Keyword research for content ideas
- Optimizing content for search engines
- Discussing authority blog
- How to market your content?

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## 7. Social Media Marketing

- **What is social media?**
- **Understanding the existing Social Media paradigms& psychology**
- **How social media marketing is different than others**
- **Facebook Marketing**
  - Understanding Facebook marketing
  - Practical session 1
  - Creating Facebook page
  - Uploading contacts for invitation
  - Exercise on fan page wallposting
  - Increasing fans on fan page
  - How to do marketing on fan page
  - Fan engagement
  - Important apps to do fan page marketing
  - Facebook advertising
- **Instagram Marketing**
  - Understanding Instagram marketing
  - Optimization Account
  - Advertisement on Instagram
- **LinkedIn Marketing**
  - What is linkedIn?
  - Understanding LinkedIn
  - Company profile vs Individualprofiles
  - Understanding LinkedIn groups
  - How to do marketing on LinkedIngroups
  - LinkedIn advertising & it bestpractices
  - LinkedIn publishing
  - Company pages
- **Twitter Marketing**
  - Understanding Twitter
  - Tools to listen & measure Influence on Twitter:  
Tweet Deck, Clout, Peer Index
  - Howto do marketing on Twitter
  - Black hat techniques of twitter marketing
  - Advertising on Twitter
- Creating campaigns
- Types of ads
- Tools for twitter marketing
- Twitter Advertising
- Twitter Cards

- **Youtube Marketing**

- Understanding YouTube
- Optimization Youtube Videos
- Importance of video marketing

# Digital Marketing & Freelancing Course Outline

## 8. Freelancing

- Introduction to Freelancing
- How to win Freelance jobs
- Setting up your profile on Fiverr.com
- Start selling your Gigs on Fiverr.com
- Setting up your profile on  
Freelancer.com
- Start bidding and winning jobs on  
Freelancer.com
- Setting up your profile on  
Upwork.com
- Start bidding and winning jobs  
Upwork.com



# **Digital Marketing & Freelancing Course Outline**

## **9. 1 Month Online Internship**

Logicman Training is also providing 1 month internship opportunity to its student. After your course we will held a test on the base of test we will offer you 1 month Internship. In this internship we will provide you projects and you will work on that project to implement all those techniques that you have studied in the course.

So click and register today to become a Digital Marketing Expert.