Become a Job-Ready **Digital Marketer** in **6 Months**

Learn Real Campaigns, Real Tools, Real Growth

"We don't teach tools. We train marketers who can think, execute, and deliver results using AI."

Why This Course Is Worth Choosing?

THE CURRENT PROBLEM

90% of courses teach theory. Companies hire execution.

THE GAP

Learners struggle with real ads, clients & strategy.

YOUR SOLUTION

This course is built to make you industry ready, not certificate ready.

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Built on **Results.** Backed by **Trust.**

RATAN SHRIVASTAVA
Mentor and Founder

6+ Years
Professional Experience

30+ Clients
Trusted Partnerships

10+ Industries
Diverse Expertise

8000+ Students
Skilled & Certified

Course Structure: Clear, Focused, Effective

Duration: **6 Months**

Internship: **2 Months**

Format: Live + Practical + AI-Integrated

Outcome: Job-ready | Freelance-ready | Business-ready

Mode: Online / Offline / Hybrid

Classes On: Monday, Wednesday, Friday / Tuesday, Thursday, Saturday

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TOOLS COVERED

Google Search Console	Google Analytics	SEMRUSH
Screaming FROG	MOZ	Hootsuite
Buffer	ChatGPT	Jasper
copy.ai	Gemini	QuillBot
Canva	CapCut	mailchimp
WOO COMMERCE	Google Tag Manager	ZOHO CRM
Clarity by Microsoft	Google Data Studio	30+ MORE

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MODULE 1 — FUNDAMENTALS OF MARKETING

1. Marketing vs Advertisement vs Branding
2. Types Of Marketing
3. What is Digital Marketing
a. Benefits of Digital Marketing
b. Scope Of Digital Marketing
4. The 4Ps → 7Ps (Modern Perspective)
5. Consumer Psychology & Buying Triggers
6. Funnels: TOFU–MOFU–BOFU
7. B2B vs B2C vs D2C marketing
8. Performance vs Brand Marketing
9. Growth marketing mindset

MODULE 2

1. Foundations of AI for Digital Marketers
2. Prompt Engineering for Marketers
3. AI for Writing & Content Creation
4. AI for Image Creation & Visual Marketing
5. AI for Video Creation

MODULE 3 — CANVA FOR GRAPHIC DESIGN

1. Understanding Canva: Free vs Pro features
2. Navigating the Dashboard and Templates
3. Social Media Post Design
4. Designing Banners, Posters, and Thumbnails
5. Designing High-Impact Advertising Creatives
6. Mastering Motion: Effects, Animations & Transitions

MODULE 4	DOMAIN, HOSTING & WORDPRESS DESIGN BASICS

1. Introduction of Domain & Hosting
2. Types of Domain & How to Select a Domain?
3. What is Hosting, Types Of Hosting & How To Purchase Hosting?
4. What is WordPress?
5. Why We Use WordPress?
6. Different CMS to Design a Website Like WordPress?
7. How do you install WordPress on a live hosting server?
8. WordPress Dashboard Overview
9. What are Pages?
10. What are the important pages on the website?
11. How do you create Pages in WordPress?
12. WordPress Basic Settings
13. What is Category, & How do I create Category?
14. What are the Themes, Important themes according to the website
15. How to install the Theme?
16. What is the Header Menu & How to create It?
17. What is Category Menu & How to Create It?
18. What are Plugins & Important plugins for a WordPress Website?
19. How to Install & Configure WordPress Plugins?
20. Page Design: Overview of Elementor
21. Understanding of the design process
22. Elementor Basic Settings
23. Design Page With Elementor
24. Design Lead Form with Elementor & Configuration
25. Design Custom Header & Footer with Elementor
26. Design a condition-based pop-up with Elementor
27. Introduction of E-Commerce Website
28. E-Commerce Plugin Configuration
29. How to Create a Product Category?
30. How to Create a Product Category Menu?

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31.	What are Shipping Charges & How to Configure?
32.	How to Configure Taxes according to India
33.	Online Payment Integration
34.	How to Upload Single Products?
35.	How to upload Variable Products?
36.	Configure Taxes & Shipping charges on Products?
37.	Bulk Uploading

| MODULE 5 | SEARCH ENGINE OPTIMIZATION |

Introduction to SEO

1.	What is SEO?
2.	Why is SEO important?
3.	What are Search Engines, and how do they work?
4.	What is SERP?
5.	SERP Features
6.	White hat vs Black hat vs Gray hat SEO

Keyword Research

1.	What are keywords in SEO?
2.	Importance of Keyword Research
3.	Types of Keywords
4.	Understanding Search Intent
5.	LSI Keywords
6.	Best tools for keyword research
7.	How to do Keyword Research?How to do Keyword Research?
8.	Keyword Search Volume and Competition Analysis
9.	How to Find Long-Tail Keywords?
10.	Reverse keyword research

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SEO For Content

1. Role of Content in SEO
2. Create Content Planning for Website or Blog
3. Content Cluster Strategy
4. What is SEO-friendly content and its elements?
5. Understanding keyword stuffing
6. Google's Algorithms & Content Guidelines
7. What is plagiarism, and how can it be avoided?

On-Page SEO

1. What is on-page SEO & its importance?
2. How to optimize meta tags?
3. How to write an effective meta title?
4. What is Meta Description & How to write a meta description?
5. What are Heading Tags & How to Create?
6. What are Meta Keywords?
7. What is Image SEO? Important Factors?
8. Internal linking strategies to rank a website?
9. What is Anchor text & how to create it?
10. What is the website structure, and why does it matter in SEO?
11. Content Optimization
12. SEO-friendly URL structure
13. On-page SEO Checklist

Local SEO (GMB)

1. Setting up a Google My Business (GMB) profile
2. NAP consistency (Name, Address, Phone Number)
3. Local citations and directories
4. Local SEO ranking factors
5. Local SEO optimization techniques

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Off-Page SEO

1. Introduction to Off-Page SEO
2. Importance of backlinks in SEO
3. Do follow vs no follow backlinks
4. Authority & Spam Score
5. How to build backlinks?
6. Article Submission
7. Q&A Submission
8. Link Building Best Practices (Dos and Don'ts)
9. Guest posting and outreach
10. Infographic submission
11. PDF/PPT submission
12. Image Submission
13. Social bookmarking
14. Classified submission
15. Forum Submission
16. Directory submission

Search Console

1. Introduction to Google Search Console & its uses
2. GSC vs GA
3. How to set up GSC using various methods?
4. Sitemap submission
5. URL inspection
6. Tracking performance, keywords, CTR, position
7. Filtering and comparing performance
8. Using Regex Filters & Indexing report
9. Understanding and fixing technical issues
10. What is Page Experience?
11. What is Core Web Vitals?
12. Enhancements
13. Security and Manual Actions
14. URL Removal

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Technical SEO

1. What is technical SEO, and its importance?
2. What is XML Sitemap & How to Create?
3. What is an HTML sitemap, & How to create?
4. What is the Robots.txt file & How to create it?
5. Canonical issue: How to resolve?
6. Open Graph Tags &Twitter Card
7. HTTPS and security considerations
8. 404 page & Creating a Custom 404 page
9. Finding & fixing broken links
10. Setting up Redirections
11. Website speed and performance
12. Mobile friendliness and responsive design
13. Crawl Budget Optimization
14. Breadcrumbs
15. Introduction to schema and its role
16. Different Types of Schema
17. How to create schema code?
18. Validating code with Rich Results Test
19. How to Check the Schema on a page?

MODULE 6

Google Analytics / GA4

1. What is Google Analytics, and how does it work?
2. How to Set Up Google Analytics?
3. Understanding Users, Views, Engagement Time, Event Count
4. Bounce Rate
5. User and traffic acquisition
6. Source and medium concepts
7. Concept of Events
8. Demographics of the audience

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9.	Devices & technology of visitors
10.	Concept of Monetization in GA4
11.	How to create reports in GA4?
12.	How to customize reports in GA4?

Google Tag Manager

1.	What is GTM
2.	Set up Google Tag Manager
3.	Why are GA & GTM connected in the website
4.	Components in GTM
5.	What are Tag, Trigger & Variables
6.	Button Click Tracking
7.	URL Tracking
8.	All Link Tracking
9.	Outbound Link Tracking
10.	File Download Tracking
11.	Image Visibility Tracking
12.	WPContact Form 7 Submit tracking
13.	Google Ads Conversion Tracking
14.	Thank You Page Tracking
15.	Pop-up Tracking
16.	AJEX Form Tracking
17.	Text Copy Tracking
18.	WhatsApp Button Tracking

MODULE 7 — GOOGLE ADVERTISEMENT

1. What is Google Advertising?
2. Benefits of Google Ads
3. Google Ads Ecosystem Overview
4. Creating a Google Ads Account
5. Understanding the Google Ads Interface
6. Setting Up Billing and Preferences
7. Overview of Campaign Types (Search, Display, Shopping, Video, Discovery)
8. Choosing the Right Campaign Type for Your Goal
9. Understanding Keywords and Match Types
10. Using Google Keyword Planner
11. Building a Keyword List
12. Forecasting Keywords
13. Analysis Competitor Ads
14. Keyword Profitability Calculation
15. Bidding Strategy
16. Understanding Campaign Budgets
17. Bidding Strategies: Manual CPC, Enhanced CPC, Target CPA, Target ROAS
18. Conversion Tracking
19. Set up Search Campaign
20. Creating Your First Search Campaign
21. Ad Groups and Their Importance
22. Writing Effective Search Ads
23. Ad Extensions
24. Introduction to Ad Extensions
25. Types of Ad Extensions (Sitelinks, Callouts, Structured Snippets, etc.)
26. Best Practices for Using Ad Extensions
27. Display Campaign
28. Overview of Display Campaigns
29. Creating Display Ads
30. Targeting Options in Display Campaigns

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31.	Video Campaign
32.	Introduction to Video Ads
33.	Creating a Video Campaign on YouTube
34.	Targeting Options for Video Campaigns
35.	Google Analytics Integration
36.	Connecting Google Ads with Google Analytics
37.	Setting Up Goals and Events
38.	Understanding Google Ads Audiences
39.	Custom Audiences and In-Market Audiences
40.	Using Remarketing Lists
41.	Setting Up a Remarketing Campaign
42.	Creating Remarketing Lists
43.	Types of YouTube Ads
44.	Creating Effective Video Ads
45.	Understanding and Fixing Policy Violations
46.	Understanding Microsoft Carity

MODULE 8	SOCIAL MEDIA MARKETING

1. **Understanding Social Media Marketing**
2. **Basic Video Editing for Social Media Content (Instagram Edits or CapCut)**
3. **Social Media Optimization**
4. **Facebook**
   a. Create a Facebook Profile
   b. Create a Facebook Page
   c. How to select a niche
   d. Banner & Logo Optimization
   e. Bio Optimization
   f. Information Optimization
   g. CTA optimization
   h. Setting Optimization
   i. Content Creation

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j. Posting Strategy

k. Caption & Hashtag with Keyword Strategy

l. Meta Business Suite

m. Create a business portfolio

n. Exploring Meta Business Suite

o. Facebook Marketplace

p. Facebook Groups

q. Facebook Live and an Event

5. **Instagram**

a. Create an Instagram Account

b. Instagram Dashboard Explained

c. Profile Optimization

d. Setting Optimization

e. Content Creation

f. Posting Strategy

g. Caption & Hashtag with Keyword Strategy

h. Instagram Stories and Live

6. **LinkedIn**

a. Introduction to LinkedIn

b. LinkedIn Profile Optimization

c. Content Creation Strategy

d. LinkedIn Business Pages & Branding

e. Degree of Connection

7. **Introduction to Social Media Advertising**

8. **Meta Ads**

a. Creating a Facebook Business Manager Account

b. Setting Up Your Facebook Ads Account

c. Navigating Facebook Ads Manager

d. Overview of Campaigns, Ad Sets, and Ads

e. Campaign Objectives and Their Uses

f. Choosing the Right Objective for Your Goal

g. Ad Copy Fundamental

h. Understanding Facebook Ad Formats

i. Creating Effective Ad Copy

j. Designing Eye-Catching Ad Creatives

k. Understand Audience Targeting & Types

l. Understanding Facebook Audiences

m. Saved Audience

n. Custom Audience

o. Lookalike Audiences

p. Facebook Ad Angle

q. Fundamentals of Facebook Supportive UGC Content

r. Facebook Ads Chatgpt Script

s. Facebook Ad Placement

t. Automatic vs. Manual Placements

u. Understanding Placement Types (Feed, Stories, Reels)

v. Choosing the Best Placements for Your Ads

w. Budget & Bidding

x. Understanding Campaign Budget Optimization (CBO)

y. Setting Daily vs. Lifetime Budgets

Z. Bidding Strategies: Lowest Cost vs. Cost Cap

aa. Best Practices for Policy Compliance

bb. Lead Generation Ads setup

cc. Using Facebook Pixel Effectively

dd. Event Tracking and Custom Conversions

ee. Sales Ads Setup

ff. A/B Testing

gg. Solving Overlapping Issues

hh. Automated Rules

ii. Reporting

MODULE 9   EMAIL MARKETING

1. Introduction to Email Marketing
2. How to create email list on mailchimp
3. Configure SPF,DKIM & DMARC
4. Segment & Tags
5. Creating Campaign
6. Automation in email marketing
7. Reports

BONUS   FREELANCING   INTERVIEW PREPARATION

FREQUENTLY ASKED QUESTIONS (FAQ)

Q How is this course different from watching YouTube videos?

A YouTube videos often feature outdated content and are pre-recorded. Our course is conducted live, allowing real-time interaction, doubt-solving, and hands-on guidance from industry experts using the latest tools and strategies.

Q Will I receive a certificate after completing this course?

A Yes, you will be awarded an industry-recognized certificate from our agency upon successful completion of the course and internship.

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Q Will there be support for interview preparation?

A Absolutely. We include a dedicated mock interview module to help you build confidence and improve your chances of landing job opportunities in digital marketing.

Q Can I start earning money immediately after completing the course?

A This is not a "get-rich-quick" program. The course is designed to build strong, practical digital marketing skills that can lead to income through freelancing, jobs, or business growth, with consistent effort and application.

Q Is there a refund policy?

A No, we currently do not offer refunds. Please enroll only if you are committed to learning and applying the skills taught in the course.

Testimonials

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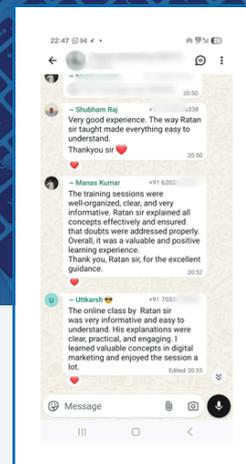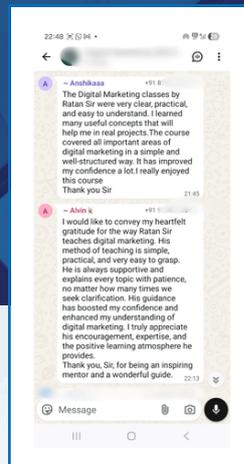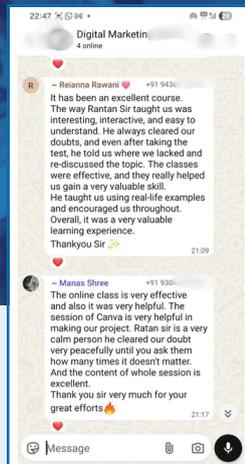
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