

ONLINE DIGITAL MARKETING COURSE

AGENCY **STYLE** LEARNING

Master in-demand digital marketing skills with real-world projects and grow your career or business online.

“

Digital Marketing is not just a skill, it's a superpower for today's world.

”

Ankur

WHAT YOU'LL LEARN



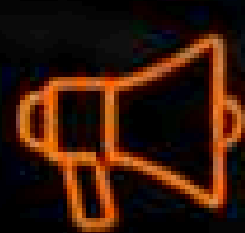
STRATEGY

Build effective digital strategies that deliver real results.



SEO

Rank websites higher and drive organic traffic.



SOCIAL MEDIA MARKETING

Grow your brand and engage your audience.



EMAIL MARKETING

Create campaigns that convert and retain.



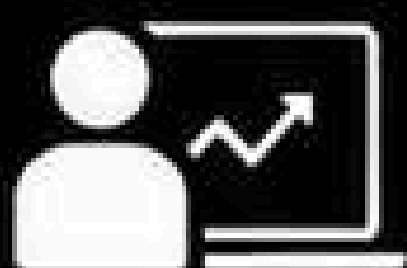
PAID ADVERTISING

Run ads that generate leads and sales.



ANALYTICS & REPORTING

Measure, analyze and improve performance.



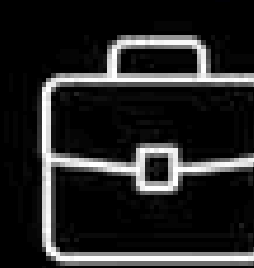
LIVE & RECORDED
SESSIONS



HANDS-ON
PROJECTS



CERTIFICATE OF
COMPLETION



CAREER
SUPPORT



ENROLL NOW



Start your digital journey today!



www.digitalwithankur.com



hello@digitalwithankur.com



+91-7988090700

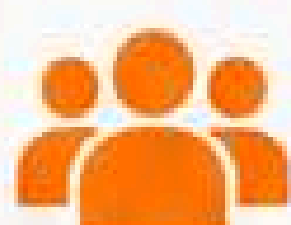


MEET YOUR MENTOR

Ankur Pratap

Founder, Digital With Ankur

“ Helping students, professionals, and business owners build profitable digital skills through practical learning and real-world implementation. ” ”



3000+

Students
Trained



200+

Businesses
Helped



9+

Years of
Experience

ABOUT ANKUR

Ankur Pratap is a digital marketing trainer, consultant, and entrepreneur with extensive experience in performance marketing, SEO, website development, and online business growth.

Through **Digital With Ankur**, he has helped aspiring marketers, business owners, freelancers, and working professionals gain practical digital marketing skills and apply them in real-world projects.

EXPERTISE

- ✓ Digital Marketing Strategy
- ✓ Search Engine Optimization (SEO)
- ✓ Google Ads & Performance Marketing
- ✓ Meta Ads (Facebook & Instagram)
- ✓ WordPress Website Development
- ✓ Google Analytics 4 & GTM
- ✓ E-commerce & Lead Generation
- ✓ AI-Powered Marketing

WHAT MAKES THIS TRAINING DIFFERENT?

-  Agency Style Learning
-  Practical Projects
-  Real Campaign Experience
-  Live Mentorship
-  Career Guidance
-  Business Growth Frameworks



OUR MISSION

To make high-quality digital marketing education accessible, practical, and result-oriented for every learner in India.



Industry-Focused
Training



Practical Learning
Approach



Real-World
Implementation

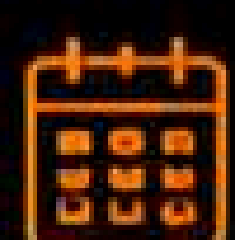


Career & Business
Growth Focus

“

My mission is to empower individuals and businesses with digital skills that create **real results** and **long-term growth**. ”

Ankur Pratap



Ready to Start Your
Digital Marketing Journey?



hello@digitalwithankur.com



+91-7988090700



www.digitalwithankur.com



Scan QR Code
to know more
about the course

Why Learn With Digital With Ankur?

We go beyond theory and focus on practical, result-oriented learning.
Here's what makes our training the right choice for your **career & business growth**.

01



AGENCY STYLE LEARNING

Learn the exact strategies and processes used by digital marketing agencies to deliver real results for clients. Get industry-level training that makes you job-ready from day 1.



02

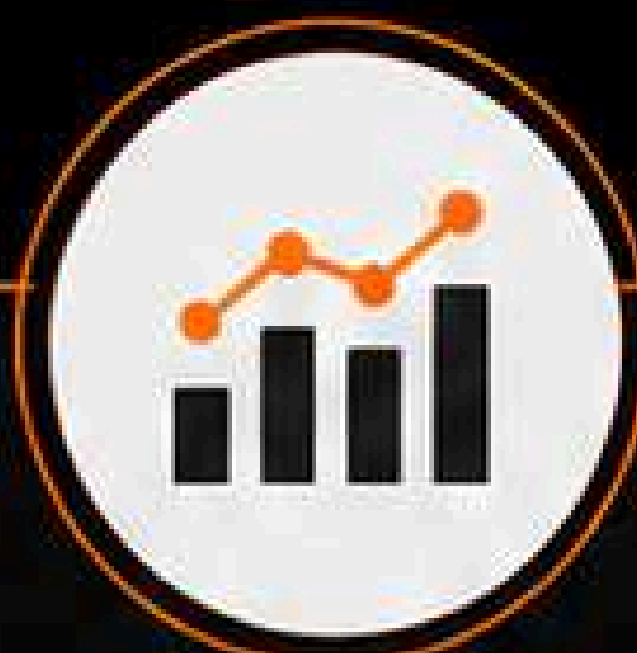


REAL CLIENT PROJECTS

Work on live projects and real campaigns that help you gain hands-on experience and build a strong portfolio that speaks for your skills.



03



PRACTICAL ASSIGNMENTS

Structured assignments after every module to reinforce your learning and ensure you can implement strategies confidently in real-world scenarios.



04



LIVE MENTORSHIP

Get direct guidance from Ankur Pratap through live doubt sessions, interactive classes, and personal feedback to accelerate your learning journey.

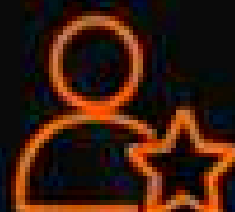


05



FREELANCING GUIDANCE

Learn how to find clients, pitch your services, set pricing, and build a profitable freelancing career with step-by-step guidance and proven templates.



06



INDUSTRY RECOGNIZED CERTIFICATION

Earn a certificate that adds value to your profile and is recognized by industry professionals, employers, and clients across the digital marketing domain.



100% PRACTICAL TRAINING

No boring theory, only practical implementation.



FLEXIBLE LEARNING

Learn at your pace with lifetime access to resources.



SUPPORTIVE COMMUNITY

Be a part of an active community for lifetime support.



LIVE & RECORDED SESSIONS

Attend live classes or learn from recorded sessions.



TOOLS & RESOURCES INCLUDED

Get access to premium tools, templates & checklists.



YOUR JOURNEY TO SUCCESS STARTS HERE!

Practical Skills. Real Projects. Real Results.

✉ hello@digitalwithankur.com

☎ +91-7988090700

🌐 www.digitalwithankur.com



Scan QR Code
to know more
about the course

WHY LEARN WITH DIGITAL WITH ANKUR?

We are committed to providing practical, result-oriented training that empowers you with **real skills**, **real projects**, and **real growth**.

01



AGENCY STYLE LEARNING

Learn industry-level strategies and processes exactly how top digital marketing agencies work. Get job-ready skills from day one.

02



REAL CLIENT PROJECTS

Work on live projects and real campaigns that give you hands-on experience and a strong portfolio to stand out in the industry.

03



PRACTICAL ASSIGNMENTS

Structured assignments after every module to reinforce learning and help you implement strategies confidently in real-world scenarios.

04



LIVE MENTORSHIP

Get direct guidance from Ankur Pratap through live sessions, doubt solving, interactive classes, and personalized feedback.

05



FREELANCING GUIDANCE

Learn how to find clients, pitch your services, set pricing, and build a profitable freelancing career with step-by-step guidance.

06



INDUSTRY RECOGNIZED CERTIFICATION

Earn a professional certification that adds value to your profile and is recognized by industry professionals and top companies.



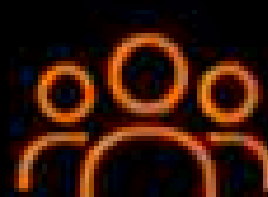
PRACTICAL FOCUSED TRAINING

100% practical learning with real-world examples.



FLEXIBLE LEARNING

Learn at your pace with lifetime access to recorded sessions.



SUPPORTIVE COMMUNITY

Be a part of an active community for lifetime support and growth.



LIVE & RECORDED SESSIONS

Attend live classes and access recordings anytime, anywhere.



TOOLS & RESOURCES INCLUDED

Get access to premium tools, templates, and checklists.



CAREER & BUSINESS SUPPORT

End-to-end support for jobs, freelancing, and business growth.



**YOUR JOURNEY TO SUCCESS
STARTS HERE!**
Learn. Implement. Grow.



www.digitalwithankur.com



hello@digitalwithankur.com



+91-7988090700



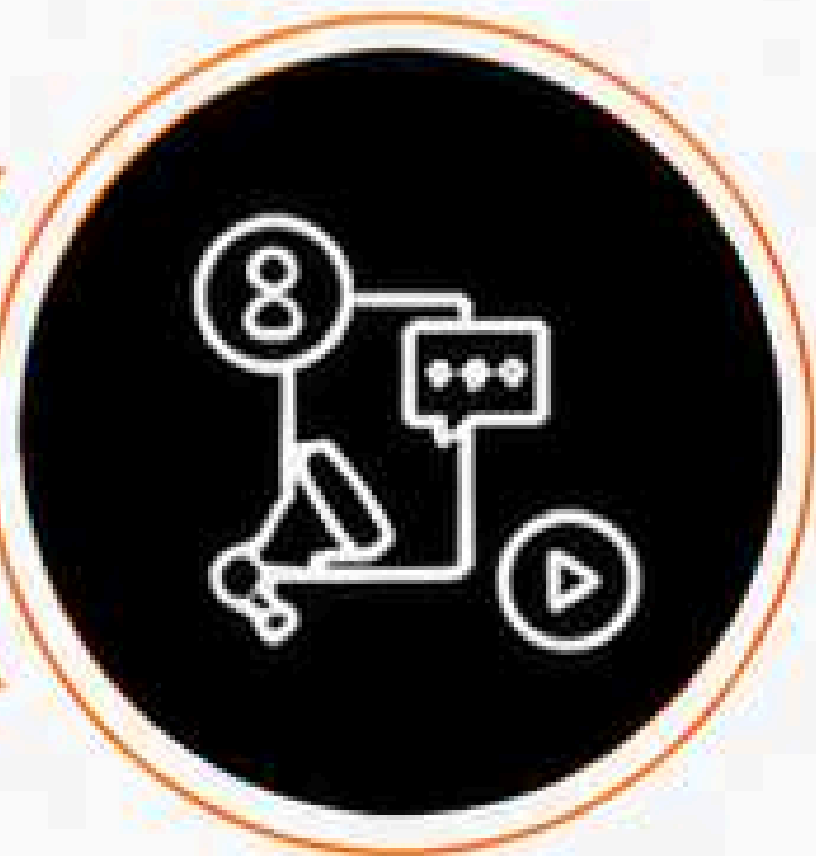
Scan QR Code
to know more
about the course



WHO SHOULD LEARN DIGITAL MARKETING?

This **Advanced Digital Marketing Course**
is for you if you are:

01



MARKETING / SALES PROFESSIONAL

It is vital for marketing & sales professionals today to have knowledge & skills of digital marketing for huge hikes and growth.



02



BUSINESS OWNER

Accelerate your business growth by executing strategic & result-driven digital marketing strategies.



03



LOOKING TO SWITCH CAREER

Not satisfied with your current job profile? Switch to digital marketing, the 21st century's most interesting and highly-paid skills.



YOUR JOURNEY TO SUCCESS
STARTS HERE!
Learn. Implement. Grow.



www.digitalwithankur.com



hello@digitalwithankur.com



+91-7988090700



Scan QR Code
to know more
about the course

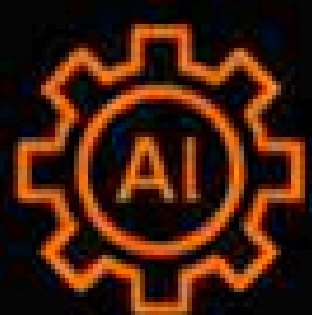
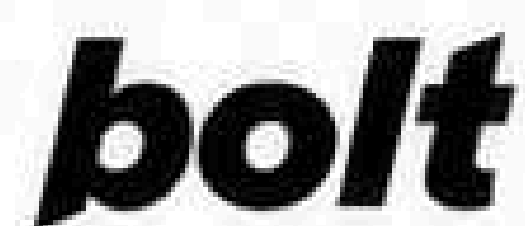
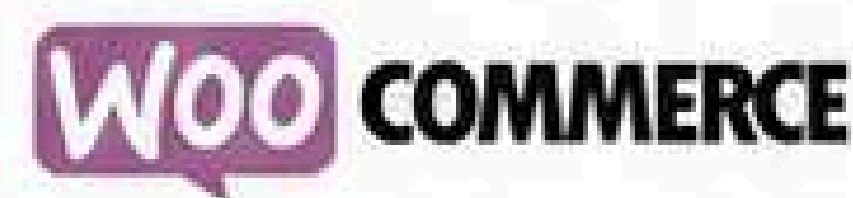
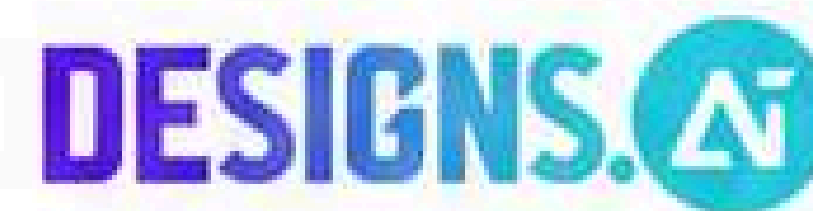


DIGITAL WITH ANKUR
MARKETING TODAY, LEADING TOMORROW

ONLINE DIGITAL MARKETING COURSE

AI TOOLS WE LEARN

Master industry-leading AI tools and platforms to enhance productivity, automate tasks, and **grow your digital marketing career.**



Work Smarter
Save time & automate repetitive tasks



Stay Ahead
Leverage AI to stay ahead of competitors



Better Results
Make data-driven decisions with AI



Career Growth
Boost your skills & unlock new opportunities

UPGRADE YOUR SKILLS.
UPGRADE YOUR FUTURE.
ENROLL TODAY!
Learn. Implement. Grow.



www.digitalwithankur.com



hello@digitalwithankur.com



+91-7988090700

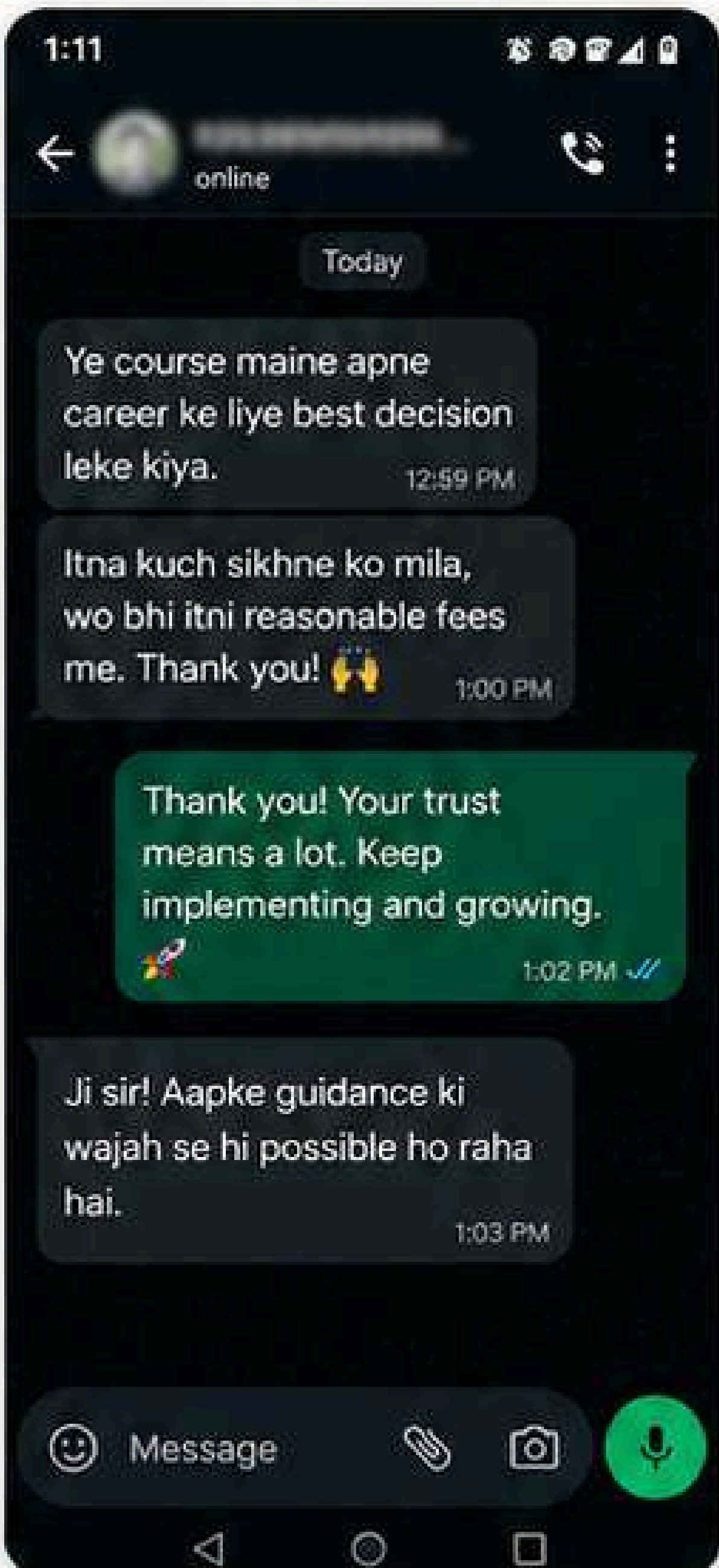
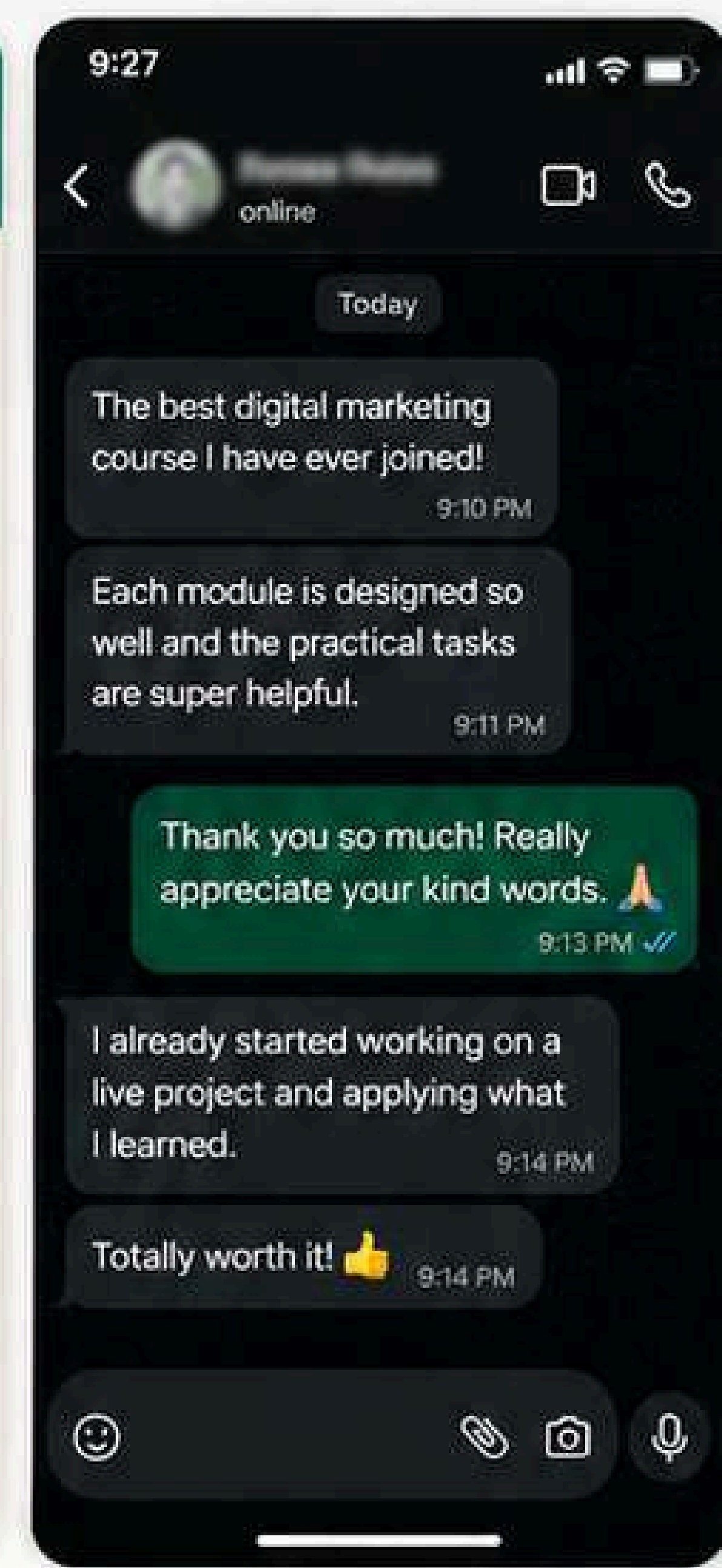
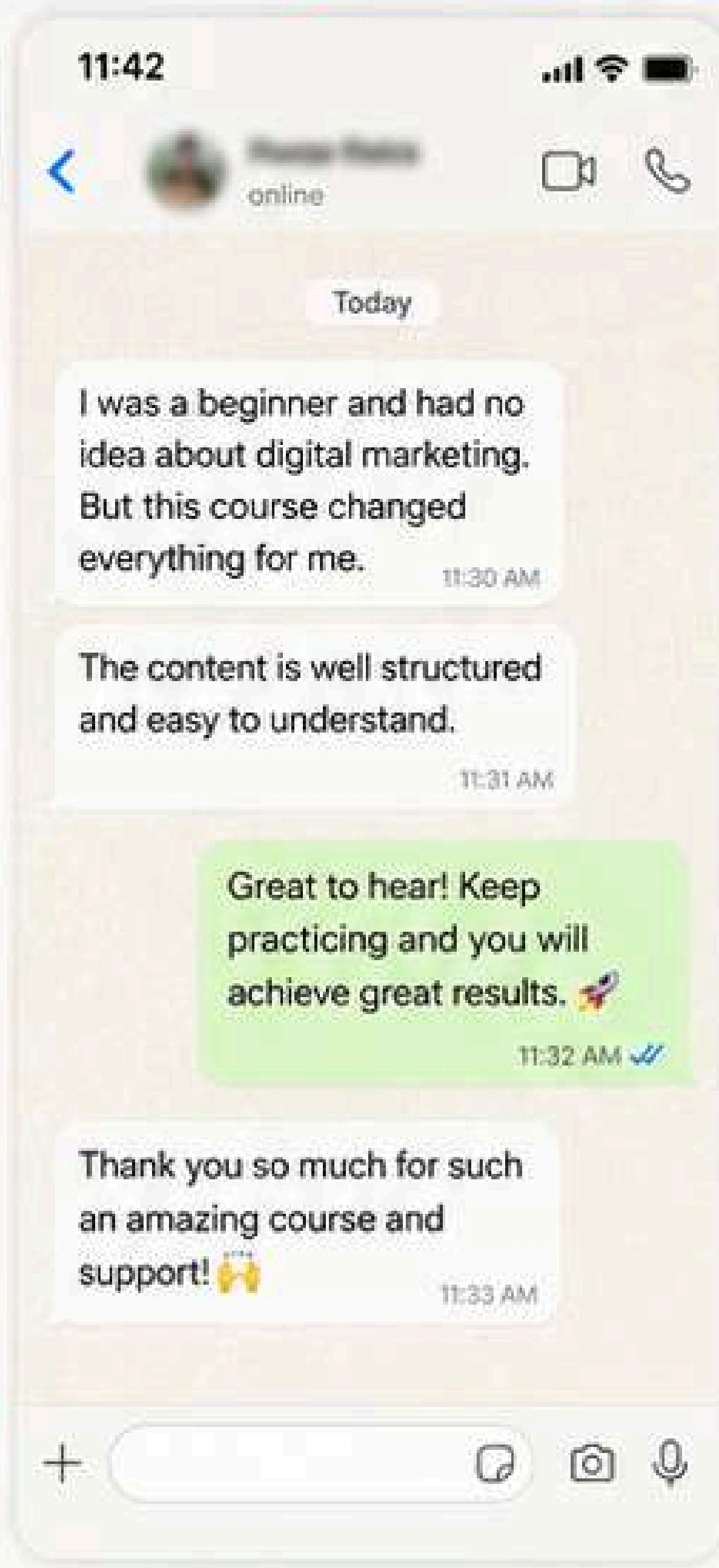
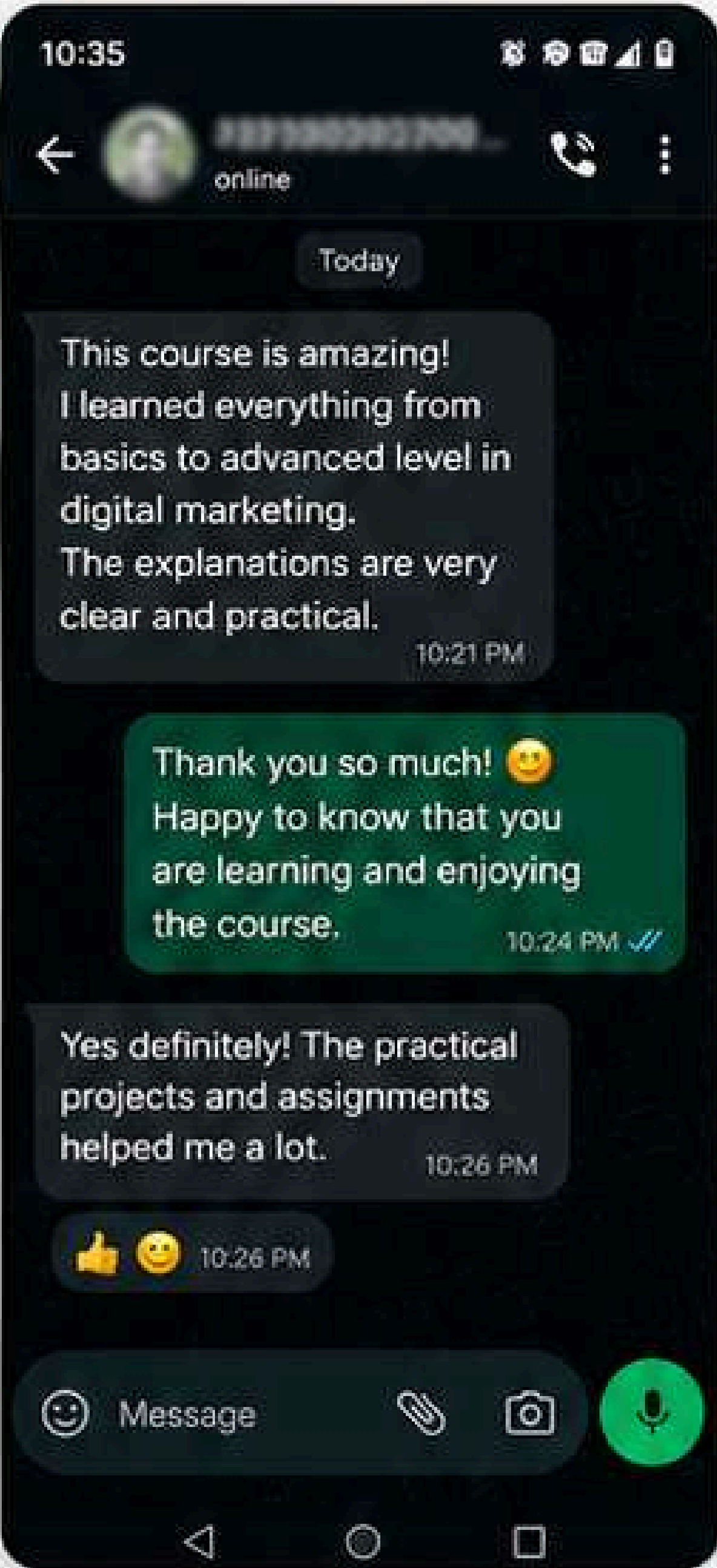


Scan QR Code
to know more
about the course

WHAT OUR STUDENTS SAY

Real Stories. Real Results.

Real Students Reviews



LEARN. IMPLEMENT.
GROW ONLINE.

Join Thousands of Learners and Build Your Digital Future.



www.digitalwithankur.com



hello@digitalwithankur.com



+91-7988090700



SCAN QR CODE
to visit our
website

Note: These are sample reviews for layout demonstration purposes only.

COURSE CURRICULUM



#1 DAY CLASS

INTRODUCTION OF DIGITAL MARKETING

- What is Digital Marketing?
- Scope of Digital Marketing
- Requirement of Digital Marketing
- Latest Trends in Digital Marketing
- Digital Marketing for Working Professionals
- Digital Marketing for Small, Medium, and Large Businesses
- Job opportunities in Digital Marketing



#2 DAY CLASS

SUCCESSFUL DIGITAL MARKETING CASE STUDIES

- Objectives of Online Marketing
- Elements of Successful Digital Strategy
- Secrets of Successful Digital Marketing Campaigns
- Practical: Defining a Business Objective

LEARNING OUTCOMES

- ✓ Understand real business objectives in online marketing
- ✓ Break down winning digital strategies step by step
- ✓ Learn the secrets behind high-ROI campaigns
- ✓ Define and set clear business goals for campaigns

TOOL WE USE



PRACTICAL PROJECT

Define a business objective for a sample company and map its digital journey



#5 DAY CLASS

BUILDING WORDPRESS WEBSITES



PROJECT 1 – LOCAL SERVICE BUSINESS WEBSITE

Example: "Faridabad Fitness Gym"
Focus: Local SEO, Google My Business, lead generation



PROJECT 2 – PERSONAL BRAND WEBSITE

Example: "Digital Coach Portfolio"
Focus: Content marketing, lead magnets, personal brand ads



#3 DAY CLASS

GRAPHIC DESIGNING USING CANVA

- Digital Banner Designing
- Graphic Design Fundamentals
- How to Use Canva?
- Logo & Graphic Designing
- Live Practice– Designing Logos & Banners

LEARNING OUTCOMES

- ✓ Master the basics of graphic design principles
- ✓ Create logos, banners & social media posts using Canva
- ✓ Build a strong brand visual identity

TOOL WE USE



PRACTICAL PROJECT

Live design of a brand logo & banner for a mock business



#4 DAY CLASS

UNDERSTANDING DOMAIN & HOSTING

- What is Domain Name?
- Types of Domains and Extensions
- How to Buy Right Domain Name?
- What is Web Hosting, cPanel & FTP Account?
- What is Domain Marketing?
- How to Sell a Domain Name?
- Top Domain Selling Platforms

LEARNING OUTCOMES

- ✓ Build a fully functional website without coding.
- ✓ Compare & choose the right CMS platform for business needs.
- ✓ Install WordPress on both localhost & live hosting server.
- ✓ Manage pages, categories & settings for a professional site.
- ✓ Structure a website that is SEO & user-friendly.

TOOL WE USE



PRACTICAL PROJECT

Create your own professional WordPress website with Home, About, Services, Contact, and Blog pages.



LEARN. IMPLEMENT.
GROW ONLINE.

Join Thousands of Learners and
Build Your Digital Future.



www.digitalwithankur.com



hello@digitalwithankur.com



+91-7988090700



SCAN QR CODE
to visit our
website

COURSE CURRICULUM



#6 DAY CLASS

BUILDING WORDPRESS SITE

- What are the Themes, Important themes according to the website
- How to install the Theme?
- What is the Header Menu & How to create it?
- What is Category Menu & How to Create it?
- What are Plugins & Important plugins for a WordPress Website?
- How to Install & Configure WordPress Plugins?

LEARNING OUTCOMES

- ✓ Build a professional website from scratch
- ✓ Understand themes, menus, categories, plugins in detail
- ✓ Use AI to select themes, design pages & optimize plugins
- ✓ Be ready to launch your own portfolio, blog, or business site in days

TOOL WE USE



PROJECT

- ✓ Create & publish your first fully functional website with AI-driven design.



#7 DAY CLASS

BUILDING WORDPRESS SITE

- How to Create a Website Header based on the theme?
- How to create Footer Based on Theme?
- Page Design: Overview of Elementor
- Understanding of the designing process

- Elementor Basic Settings
- Design Page With Elementor
- Design Lead Form with Elementor & Configuration

LEARNING OUTCOME

- ✓ Design professional websites without coding
- ✓ Customize headers & footers as per brand theme
- ✓ Create engaging, mobile-friendly landing pages
- ✓ Build lead forms & connect them with CRM/Email tools

PRACTICAL PROJECT

Create your own Digital Marketing Landing Page with Header, Footer & Lead Form integrated.



#8 DAY CLASS

BUILDING WORDPRESS SITE

- Elementor Basic Settings
- Design Page With Elementor
- Design Lead Form with Elementor & Configuration
- Design Custom Header & Footer with Elementor
- Design condition-based popup with Elementor



LEARN. IMPLEMENT.
GROW ONLINE.

Join Thousands of Learners and
Build Your Digital Future.



www.digitalwithankur.com



hello@digitalwithankur.com



+91-7988090700



SCAN QR CODE
to visit our
website

COURSE CURRICULUM



#9 DAY CLASS

BUILDING E-COMMERCE WEBSITES

- Introduction of E-Commerce Website
- E-Commerce Plugin Configuration
- How to Create Product Category?
- How to Create Product Category Menu?
- What is Shipping Charges & How to Configure?
- How to Configure Taxes according to India
- Online Payment Integration
- How to Upload Single Products?

LEARNING OUTCOME

- ✓ Build your own online store from scratch
- ✓ Set up categories, taxes & shipping professionally
- ✓ Integrate secure online payments
- ✓ Upload & manage products with AI-powered descriptions
- ✓ Learn India-specific compliance setup (taxes, shipping, GST)

PRACTICAL PROJECT

Create a fully functional e-commerce store with at least 5 live products, payment gateway, and tax/shipping configured.

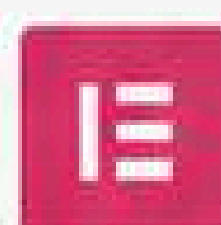


#10 DAY CLASS

BUILDING E-COMMERCE WEBSITES

- How to upload Variable Products?
- Configure Taxes & Shipping charges on Products?
- Bulk Uploading

TOOL WE USE



PROJECT 3 – E-COMMERCE PRODUCT STORE

Example: "Organic Skin Care Products"

Focus: E-commerce setup, product listings, Meta & Google Shopping Ads



#11 DAY CLASS

SEO MASTRY

- What is SEO?
- Why SEO is important?
- What are Search Engines, and how do they work?
- What is SERP?
- SERP Features
- White hat vs Black hat vs Gray hat SEO



#12 DAY CLASS

KEYWORD RESEARCH

- What are keywords in SEO?
- Importance of Keyword Research
- Types of Keywords
- Understanding Search Intent
- LSI Keywords
- Best tools for keyword research
- How to do Keyword Research?
- Keyword Search Volume and Competition Analysis
- How to Find Long Tail Keywords?
- Reverse keyword research



**LEARN. IMPLEMENT.
GROW ONLINE.**

Join Thousands of Learners and
Build Your Digital Future.



www.digitalwithankur.com



hello@digitalwithankur.com



+91-7988090700



SCAN QR CODE
to visit our
website



DIGITAL WITH ANKUR

MARKETING TODAY, LEADING TOMORROW

COURSE CURRICULUM



LEARNING OUTCOME

- Understand Heading Tags (H1-H6) structure & how to implement them for SEO.
- Learn the role & limitations of Meta Keywords in modern SEO.
- Apply Image SEO techniques (alt tags, file names, compression, schema).
- Implement Internal Linking strategies to boost authority & crawlability.
- Optimize websites for Voice SEO using conversational keywords & FAQs.



LEARNING OUTCOME

- Understand what anchor text is, its types, and how to use it for SEO & internal linking.
- Learn the importance of a clear website structure for crawlability, user experience, and rankings.
- Create SEO-friendly URLs that are short, descriptive, and keyword-rich.
- Differentiate between subdomains vs. directories for multilocation or multilingual SEO.
- Apply a complete on-page SEO checklist (titles, meta tags, headings, images, links, schema, etc.).



PROJECT TASK:

- Take a sample blog post or webpage and:
- Add proper heading structure (H1, H2, H3).
- Optimize at least 3 images with SEO-friendly names, alt text & compression.
- Create an internal linking plan linking 5 related pages together.
- Add voice-search friendly FAQs with conversational answers.
- Submit as a before & after SEO-optimized webpage report (Word/Google Doc or live site link).



PROJECT TASK:

- Take a demo website (or create a basic WordPress/Shopify site).
- Implement the following:
- Create 5 internal links using proper anchor texts.
- Design a site structure map (homepage → categories → subcategories → products/blogs).
- Optimize 5 URLs to be SEO-friendly.
- Decide and justify whether subdomain or directory is better for a multilocation business case.
- Perform a full on-page SEO audit on 2 pages using a free checklist/tool (e.g., SEO Minion).



#14 DAY CLASS

ON PAGE SEO – CONTINUE

- What is Anchor text & How to create?
- What is the website structure and why does it matter in SEO?
- SEO-friendly URL structure
- Subdomain vs directory for multilocation
- On-page SEO Checklist



LEARN. IMPLEMENT.
GROW ONLINE.

Join Thousands of Learners and
Build Your Digital Future.



www.digitalwithankur.com



hello@digitalwithankur.com



+91-7988090700



SCAN QR CODE
to visit our
website

COURSE CURRICULUM



#15 DAY CLASS

SEO FOR CONTENT

- Role of Content in SEO
- Create Content Planning for Website or Blog
- Content Cluster Strategy
- Avoiding Keyword Cannibalization
- What is SEO-friendly content and its elements?
- Understanding keyword stuffing
- Google's Algorithms & Content Guidelines
- What is Plagiarism and how to avoid it?
- Analyzing content for improved CTR



LEARNING OUTCOME

- Understand the role of content in SEO and driving organic traffic
- Learn to plan and structure content for websites and blogs
- Implement content cluster strategy for better topic authority
- Avoid keyword cannibalization and overlapping content issues
- Create SEO-friendly content with proper headings, meta tags, images, and internal links
- Understand keyword stuffing and how to write naturally
- Follow Google's content guidelines & algorithm best practices
- Learn about plagiarism, its impact on SEO, and how to create original content
- Analyze content performance and optimize for higher CTR



#16 DAY CLASS

TECHNICAL SEO

- What is technical SEO and its importance?
- What is XML Sitemap & How to Create?
- What is an HTML Sitemap & How to Create?
- What is Robots.txt file & How to Create?
- Canonical issue: How to resolve?
- Open Graph Tags & Twitter Card
- HTTPS and security considerations
- 404 Pages & Creating a Custom 404 page
- Finding & fixing broken links
- Setting up Redirects



LEARNING OUTCOME

- Learn to make your website crawlable & indexable for search engines
- Understand sitemaps, robots.txt & canonical fixes to avoid SEO issues
- Secure your website with HTTPS and optimize for safe browsing
- Improve user experience with custom 404 pages & redirections
- Optimize social sharing with Open Graph & Twitter Card tags
- Find and fix broken links to keep your site healthy



PROJECT TASK:

- Do a technical SEO setup for any website
- Create XML & HTML sitemaps
- Configure robots.txt
- Fix canonical issues & broken links
- Add Open Graph/Twitter tags
- Set up HTTPS, custom 404 page & URL redirections



**LEARN. IMPLEMENT.
GROW ONLINE.**

Join Thousands of Learners and
Build Your Digital Future.



www.digitalwithankur.com



hello@digitalwithankur.com



+91-7988090700



SCAN QR CODE
to visit our
website

COURSE CURRICULUM



#17 DAY CLASS

TECHNICAL SEO PART -2

- Website speed and performance (with tools)
- Mobile friendliness and responsive design
- Crawl Budget Optimization
- Breadcrumbs
- Chrome Extensions for SEO Productivity
- Introduction to schema and its role
- Different Types of Schema
- How to create schema code?
- Validating code with Rich Results Test
- How to Check Schema on a page?



LEARNING OUTCOME

- Learn to boost website speed & performance using free tools
- Make your site mobile-friendly and responsive for better rankings
- Optimize crawl budget to search engines index important pages faster
- Use breadcrumbs for better navigation and SEO
- Explore Chrome extensions to improve SEO productivity
- Understand schema markup and its role in enhancing search results
- Learn types of schema and how to create them
- Validate schema using Rich Results Test and check it on pages



PROJECT TASK:

- Conduct a site performance & schema audit for any website
- Test speed & mobile-friendliness and suggest improvements
- Add breadcrumbs to 3 pages
- Create and implement schema markup (Article/Product/Event) on 2 pages
- Validate schema with Rich Results Test
- Use 2 SEO Chrome extensions to analyze and improve the website



#18 DAY CLASS

GOOGLE SEARCH CONSOLE

- Introduction to Google Search Console & its uses
- GSC vs GA
- How to set up GSC using various methods?
- Sitemap submission
- URL Inspection
- Tracking performance, keywords, CTR, position
- Filtering and comparing performance
- Using Regex Filters & Indexing report
- Understanding and fixing technical issues
- What is Page Experience?
- What is Core Web Vitals?
- Mobile Usability
- Enhancements
- Security and Manual Actions
- URL removal



LEARNING OUTCOME

- Learn to track your website's performance on Google search
- Understand the difference between GSC and Google Analytics
- Submit sitemaps and inspect URLs for indexing issues
- Monitor keywords, CTR, and average position to improve SEO
- Use filters, comparisons, and regex to analyze search data



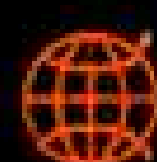
PROJECT TASK:

- Set up Google Search Console for any website
- Submit XML sitemap
- Inspect 5 URLs for indexing and coverage issues
- Track top 10 keywords and their CTR/position



**LEARN. IMPLEMENT.
GROW ONLINE.**

Join Thousands of Learners and
Build Your Digital Future.



www.digitalwithankur.com



hello@digitalwithankur.com



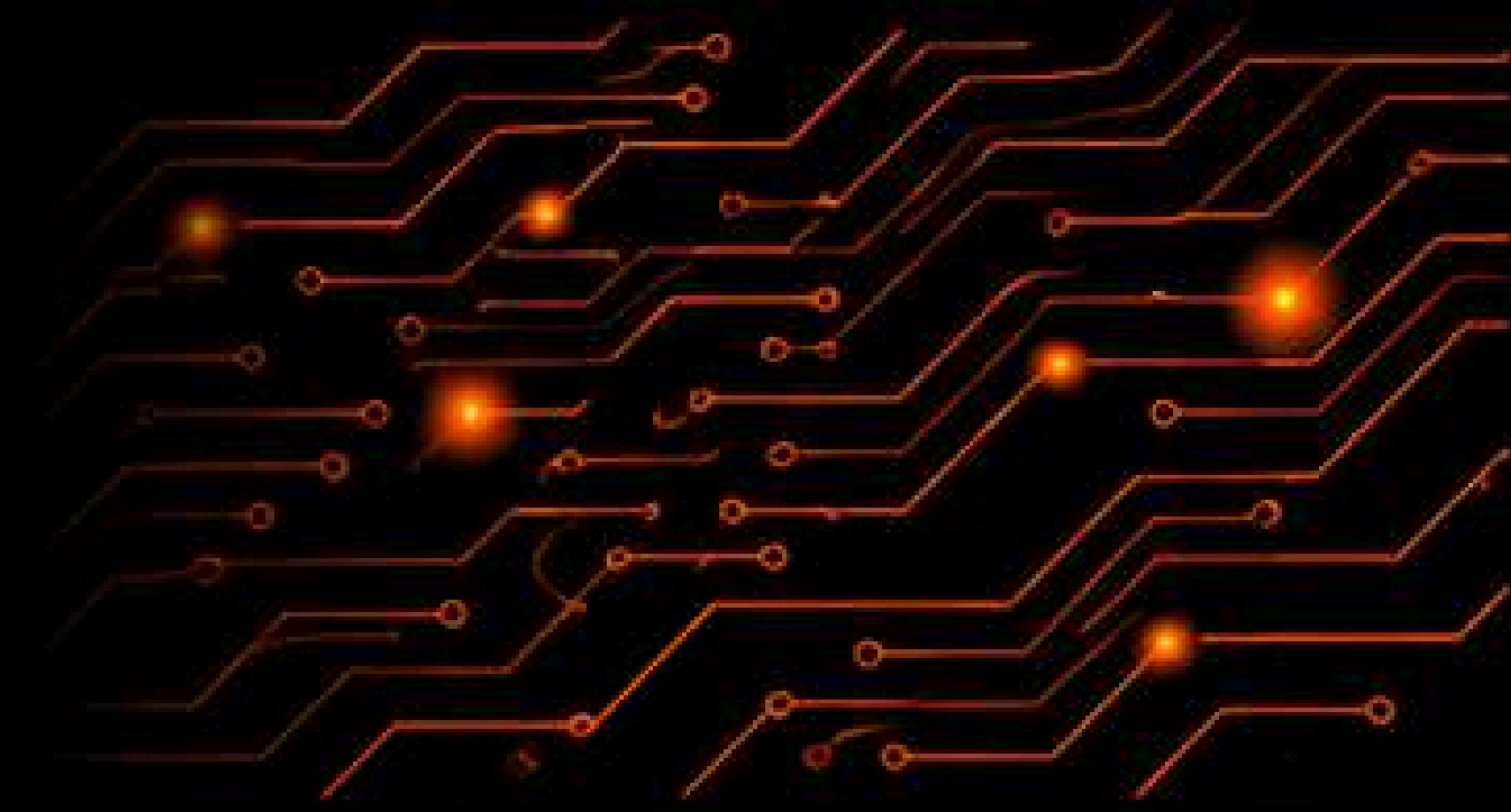
+91-7988090700



SCAN QR CODE

to visit our
website

COURSE CURRICULUM



#19 DAY CLASS

GOOGLE ANALYTICS

- What is Google Analytics and how does it work?
- How to Set Up Google Analytics?
- Understanding Users, Views, Engagement Time, Event Count
- Bounce Rate
- User and traffic acquisition
- Source and medium concepts
- Concept of Events
- Demographics of the audience
- Devices & technology of visitors
- Concept of Monetization in GA4
- How to create reports in GA4?
- How to customize reports in GA4?



LEARNING OUTCOME

- Learn to track website traffic and user behavior with Google Analytics
- Understand where your visitors come from and how they engage with your site
- Analyze bounce rate, engagement, events, and monetization metrics
- Know your audience's demographics, devices, and technology usage
- Create and customize reports to make data-driven decisions



PROJECT TASK:

- Submit Website in Google Analytics and monitor performance and behaviour



#20 DAY CLASS

OFF - PAGE SEO

- Introduction to Off-page SEO
- Importance of backlinks in SEO
- Do follow vs no follow backlinks
- How to build backlinks?
- Article Submission
- QnA Submission
- Link Building Best Practices (Dos and Don'ts)
- Guest posting and outreach
- PR Submission
- Business listing



LEARNING OUTCOME

- Learn how backlinks boost your website's authority & rankings
- Understand do-follow vs no-follow links and their impact
- Master different link-building strategies like guest posting, article & PR submissions
- Learn best practices to common mistakes in backlink building
- Get your business noticed with business listings & QnA submissions



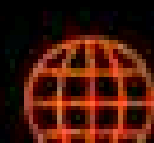
PROJECT TASK:

- Create a link-building plan for a website:
- Submit articles to 2-3 platforms
- Post answers in QnA sites with backlinks
- Do guest posting on relevant websites
- Submit PR & business listings
- Identify and follow dos & don'ts of link building



**LEARN. IMPLEMENT.
GROW ONLINE.**

Join Thousands of Learners and
Build Your Digital Future.



www.digitalwithankur.com



hello@digitalwithankur.com



+91-7988090700



SCAN QR CODE

to visit our
website

COURSE CURRICULUM



#20 DAY CLASS

OFF – PAGE SEO (PART 2)

- Infographic submission
- PDF/PPT submission
- Image submission
- Social bookmarking
- Classified submission
- Forum submission



LEARNING OUTCOME

- Learn to boost website visibility through different submission techniques
- Promote content using infographics, PDFs, PPTs, and images
- Build quality backlinks via social bookmarking, classified ads, and forum participation
- Improve traffic & authority of your website



PROJECT TASK:

- Do an off-page submission campaign for any website
- Submit 1 infographic, 1 PDF/PPT, and 1 image to relevant platforms
- Share content on 3 social bookmarking sites
- Post 1 classified ad and participate in 1 forum discussion linking back to the website



#21 DAY CLASS

LOCAL + ECOMMERCE+ INTERNATIONAL SEO

Local SEO

- Setting up Google My Business (GMB) profile
- NAP consistency (Name, Address, Phone Number)
- Local citations and directories
- Local SEO ranking factors
- Local SEO optimization techniques

E-Commerce SEO

- Importance of eCommerce SEO
- Traditional SEO vs eCommerce SEO
- Creating High Quality Product Descriptions
- User Generated Content and Reviews
- SEO for Product Images
- Schema Markup for Product Pages

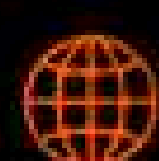
International SEO

- Introduction to International SEO
- Hreflang tags
- URL Structure for International SEO
- Best Practices



**LEARN. IMPLEMENT.
GROW ONLINE.**

Join Thousands of Learners and
Build Your Digital Future.



www.digitalwithankur.com



hello@digitalwithankur.com



+91-7988090700



SCAN QR CODE
to visit our
website

COURSE CURRICULUM



LEARNING OUTCOME

- Learn to get your business visible on Google Maps & local searches
- Maintain consistent Name, Address, Phone (NAP) across platforms
- Use local citations & directories to boost local authority
- Apply local SEO optimization techniques to rank higher in your city



PROJECT TASK:

- Set up a Google My Business profile
- Ensure NAP consistency on at least 5 local directories
- Optimize 1 business listing with categories, description, images, and reviews



#22 DAY CLASS

SEO WITH AI

- Understanding the capabilities of ChatGPT
- Generating blog post ideas with ChatGPT
- Creating topic clusters within seconds
- Using ChatGPT for headline ideas
- Creating SEO-friendly content outlines
- Using ChatGPT strategically for SEO content
- Writing outreach emails for guest blogging
- Creating schema markup using ChatGPT



LEARNING OUTCOME

- Learn to use ChatGPT to generate blog & content ideas instantly
- Create topic clusters and SEO-friendly content outlines in seconds
- Get headline ideas that attract clicks
- Strategically use ChatGPT for SEO-optimized content creation
- Write outreach emails for guest blogging efficiently
- Generate schema markup for better search engine understanding



#23 DAY CLASS

FACEBOOK ADS INTRO + ACCOUNT SETUP

- What is Facebook Advertising?
- Benefits of Facebook Advertising
- Understanding Facebook Ads Ecosystem
- Creating a Facebook Business Manager Account
- Setting Up Your Facebook Ads Account
- Navigating Facebook Ads Manager



LEARNING OUTCOME

- Learn to advertise effectively on Facebook to reach your audience
- Understand how Facebook Ads work and why they drive results
- Get familiar with the Facebook Ads ecosystem & business tools
- Set up your Business Manager & Ads account professionally
- Navigate Ads Manager to create, manage, and optimize campaigns



PROJECT TASK:

- Create a Facebook Ads setup for a demo business
- Set up Business Manager & Ads account
- Configure payment methods and account settings
- Explore Ads Manager interface



**LEARN. IMPLEMENT.
GROW ONLINE.**

Join Thousands of Learners and
Build Your Digital Future.



www.digitalwithankur.com



hello@digitalwithankur.com



+91-7988090700



SCAN QR CODE
to visit our
website

COURSE CURRICULUM



#24 DAY CLASS

UNDERSTANDING CAMPAIGN STRUCTURE

- Overview of Campaigns, Ad Sets, and Ads
- Campaign Objectives and Their Uses
- Choosing the Right Objective for Your Goal



LEARNING OUTCOME

- Understand the structure of campaigns, ad sets, and ads
- Learn to choose the right campaign objective for your marketing goal
- Know how to align objectives with business results



LEARNING OUTCOME

- Learn to write high-converting ad copy that grabs attention
- Understand Facebook ad formats and which to use for different goals
- Design eye-catching ad creatives to boost engagement
- Master audience targeting: Saved, Custom & Lookalike Audiences
- Learn to create ad angles that resonate with your audience
- Use UGC content to support your Facebook campaigns
- Generate ad copy using ChatGPT for faster campaign creation
- Measure performance using a creative performance matrix



PROJECT TASK:

- Create a sample Meta Ads campaign
- Set up 1 campaign with a clear objective
- Create 2 ad sets targeting different audiences
- Design 2 ads with images or videos
- Analyze which objective works best for your chosen goal



PROJECT TASK:

- Create a Facebook Ads Campaign for any product/service
- Write 3 different ad copies with unique angles
- Design 3 creative images/videos



#25 DAY CLASS

ADS FUNDAMENTALS

- Ad Copy Fundamental
- Understanding Facebook Ad Formats
- Creating Effective Ad Copy
- Designing Eye-Catching Ad Creatives
- Understand Audience Targeting & Types
- Understanding Facebook Audiences
- Saved Audiences
- Custom Audiences
- Lookalike Audiences
- Facebook Ad Angle
- Fundamental Of Facebook Supportive UGC Content
- Facebook Ads Chatgpt Script
- Creative Performance Matrix



**LEARN. IMPLEMENT.
GROW ONLINE.**

Join Thousands of Learners and
Build Your Digital Future.



www.digitalwithankur.com



hello@digitalwithankur.com



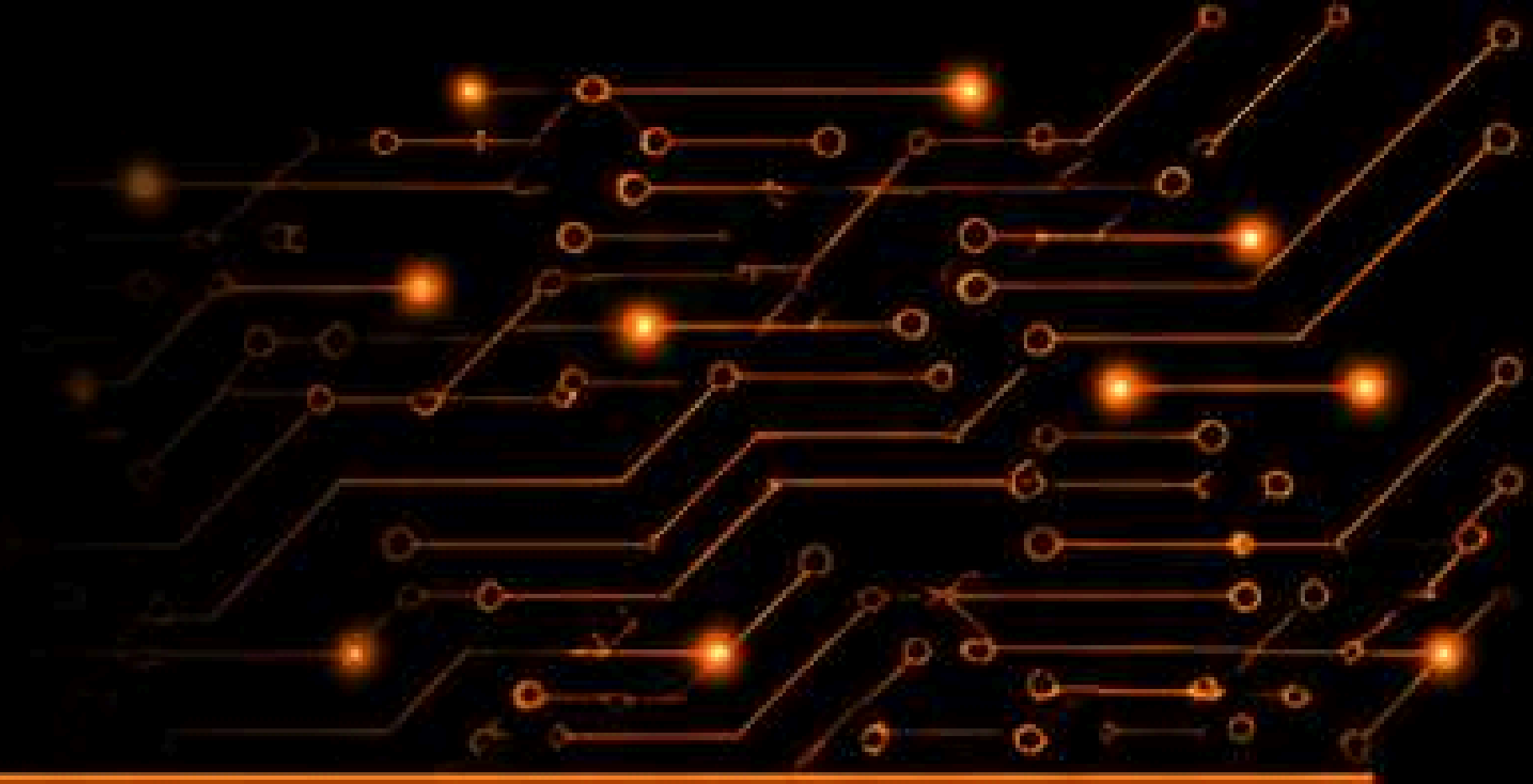
+91-7988090700



SCAN QR CODE

to visit our
website

COURSE CURRICULUM



#26 DAY CLASS

AD PLACEMENT + BIDDING + TROUBLESHOOTING

- Facebook Ad Placement
- Automatic vs. Manual Placements
- Understanding Placement Types (Feed, Stories, Reels)
- Choosing the Best Placements for Your Ads
- Budget & Bidding
- Understanding Campaign Budget Optimization (CBO)
- Setting Daily vs. Lifetime Budgets
- Bidding Strategies: Lowest Cost vs. Cost Cap
- Troubleshooting
- Understanding Ad Rejections
- Resolving Account Restrictions
- Best Practices for Policy Compliance



LEARNING OUTCOME

- Learn to choose the best ad placements (feed, stories, reels) for maximum reach
- Understand automatic vs. manual placements and when to use them
- Set effective budgets using campaign budget optimization (CBO), daily & lifetime budgets
- Master bidding strategies like Lowest Cost & Cost Cap for better ROI
- Troubleshoot ad rejections & account restrictions
- Follow Facebook policies to keep ads running smoothly



PROJECT TASK:

- Create a Facebook ad campaign
- Test automatic vs. manual placements
- Set up CBO with daily & lifetime budgets
- Apply Lowest Cost or Cost Cap bidding
- Identify and resolve a simulated ad rejection or policy issue



#27 DAY CLASS

TRAFFIC CAMPAIGN

- Website Traffic Ad Setup
- Facebook Insights
- Ad Tips: What is Brand Safety?
- Block Lists, Inventory Filter
- Topic exclusions for Facebook in-stream video, Content type exclusions
- Publisher List, Delivery Reports



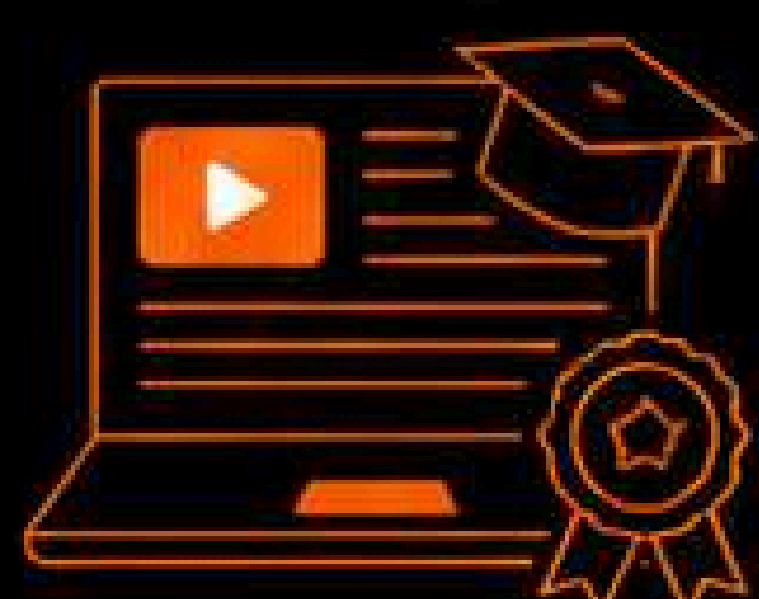
LEARNING OUTCOME

- Learn to set up and run traffic campaigns on Facebook effectively
- Analyze performance using Facebook Insights to improve results
- Understand brand safety and protect your ads from inappropriate placements
- Use block lists, inventory filters, topic & content exclusions for safe ad delivery
- Evaluate ad performance with publisher lists and delivery reports



PROJECT TASK:

- Run a Facebook traffic campaign for a demo product or website
- Configure targeting and budget
- Apply brand safety settings: block lists, topic/content exclusions
- Analyze results using Facebook Insights & delivery reports
- Prepare a short report showing performance and improvements



**LEARN. IMPLEMENT.
GROW ONLINE.**

Join Thousands of Learners and
Build Your Digital Future.



www.digitalwithankur.com



hello@digitalwithankur.com



+91-7988090700



SCAN QR CODE
to visit our
website

COURSE CURRICULUM



#28 DAY CLASS

FACEBOOK PIXEL SETUP IN THE RIGHT WAY

- Using Facebook Pixel Effectively
- Event Tracking and Custom Conversions



LEARNING OUTCOME

- Learn to track website visitors and their actions with Facebook Pixel
- Understand standard & custom events to measure conversions accurately
- Optimize ad campaigns using event data for better targeting
- Use custom conversions to track specific business goals



PROJECT TASK:

- Set up Facebook Pixel on a demo website
- Configure 3 standard events (e.g., ViewContent, AddToCart, Purchase)
- Create 1 custom conversion for a specific action (e.g., newsletter signup)
- Verify events & conversions are firing correctly using Pixel Helper



#29 DAY CLASS

FACEBOOK SHOPPING ADS

- Creating Ads for Product Sales
- Create Product Feed in Facebook
- Using Dynamic Product Ads
- Optimizing E-commerce Campaigns



LEARNING OUTCOME

- Learn to create high-converting ads for your products
- Understand how to set up product feeds for Facebook/Instagram
- Use Dynamic Product Ads to show the right product to the right audience
- Optimize campaigns to get more sales at lower costs



PROJECT TASK:

- Create a Facebook/Instagram ad campaign for a product store
- Upload a product feed
- Set up at least 1 Dynamic Product Ad
- Monitor and optimize the campaign for clicks, conversions, and ROAS



#30 DAY CLASS

LEAD GENERATION

- Lead Generation Ad Setup
- Lead Form Setup
- Generate Lead through Call
- Generate Lead through Instagram
- Generate Lead through WhatsApp
- Facebook Insights
- Optimizing for Lead Quality



LEARNING OUTCOME

- Learn to set up lead generation campaigns on Facebook & Instagram
- Create effective lead forms to capture user details
- Generate leads via calls, Instagram & WhatsApp
- Understand and analyze Facebook Insights for better results
- Optimize campaigns to improve lead quality and reduce wasted spend



LEARN. IMPLEMENT.
GROW ONLINE.

Join Thousands of Learners and
Build Your Digital Future.



www.digitalwithankur.com



hello@digitalwithankur.com



+91-7988090700



SCAN QR CODE

to visit our
website

COURSE CURRICULUM



PROJECT TASK:

- Run a lead generation campaign for a demo business
- Create a Facebook/Instagram lead ad with a working lead form
- Capture leads via call & WhatsApp
- Analyze Facebook Insights to measure performance
- Apply optimizations to improve lead quality



#31 DAY CLASS

RETARGETING & CONVERSION SETUP + REPORTING ANALYSIS

- Retargeting & Conversion Setup
- Setting Up Retargeting Campaigns
- Segmenting Retargeting Audiences
- Dynamic Retargeting with Facebook Ads
- Facebook Ads Conversion Setup
- Reporting Analysis + Team Work
- Generating Campaign Performance Reports
- Understanding Attribution Models
- Using Data to Improve Future Campaigns



LEARNING OUTCOME

- Learn to bring back website visitors and convert them into customers
- Understand how to segment audiences for effective retargeting
- Set up dynamic retargeting campaigns on Facebook Ads
- Track and measure results with conversion tracking & reporting
- Use data & attribution models to improve future campaigns



PROJECT TASK:

- Create a Facebook retargeting campaign
- Set up custom and segmented audiences
- Run dynamic retargeting ads for products/services
- Configure conversion tracking
- Generate campaign performance report
- Analyze data and suggest optimizations for better ROI



#32 DAY CLASS

INTRODUCTION TO GOOGLE ADS + ACCOUNT SETUP

- What is Google Advertising?
- Benefits of Google Ads
- Google Ads Ecosystem Overview
- Creating a Google Ads Account
- Understanding Google Ads Interface
- Setting Up Billing and Preferences
- Overview of Campaign Types (Search, Display, Shopping, Video, Discovery)
- Choosing the Right Campaign Type for Your Goal
- Key Differences Between Campaign Types



LEARNING OUTCOME

- Learn how to advertise on Google to reach the right audience
- Understand the benefits of Google Ads for business growth
- Navigate the Google Ads ecosystem & interface confidently
- Set up your account, billing, and preferences correctly
- Choose the right campaign type for your marketing goals
- Understand differences between Search, Display, Shopping, Video & Discovery campaigns



**LEARN. IMPLEMENT.
GROW ONLINE.**

Join Thousands of Learners and
Build Your Digital Future.



www.digitalwithankur.com



hello@digitalwithankur.com



+91-7988090700



SCAN QR CODE

to visit our
website

COURSE CURRICULUM



PROJECT TASK:

- Create a live Google Ads account
- Set up billing & preferences
- Document campaign type choice, target audience, and expected results



#33 DAY CLASS

KEYWORD RESEARCH + PROFITABILITY CALCULATION

- Understanding Keywords and Match Types
- Using Google Keyword Planner
- Building a Keyword List
- Forecasting Keywords
- Analyzing Competitor Ads
- Keyword Profitability Calculation



LEARNING OUTCOME

- Learn to research and select the right keywords for your campaigns
- Understand keyword match types, competitor analysis, and forecasting
- Calculate keyword profitability to focus on high-ROI opportunities



PROJECT TASK:

- Create a keyword research report for any business
- Use Google Keyword Planner to find 20–30 keywords
- Categorize keywords by match type (broad, phrase, exact)
- Analyze competitor ads for similar keywords
- Calculate profitability/priority of each keyword
- Prepare a final keyword list ready for content or ad campaigns



#34 DAY CLASS

AUDIENCE TARGETING + BIDDING STRATEGY

BIDDING STRATEGY

- Understanding Campaign Budgets
- Bidding Strategies: Manual CPC, Enhanced CPC, Target CPA, Target ROAS
- Setting Budgets for Maximum ROI

AUDIENCE TARGETING

- Understanding Google Ads Audiences
- Custom Audience and In-Market Audiences
- Using Remarketing Lists



LEARNING OUTCOME

- Learn to set campaign budgets and choose the right bidding strategy for maximum ROI
- Understand different audience types and how to target them effectively
- Use remarketing & custom audiences to reach the right users at the right time



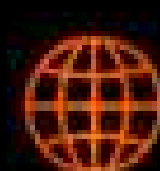
PROJECT TASK:

- Create a Google Ads mock campaign for any business/niche
- Set campaign budget and choose a bidding strategy (Manual CPC, Target CPA, etc.)
- Define audience targeting: custom, in-market, or remarketing list
- Prepare a report showing predicted ROI & audience reach



LEARN. IMPLEMENT.
GROW ONLINE.

Join Thousands of Learners and
Build Your Digital Future.



www.digitalwithankur.com



hello@digitalwithankur.com



+91-7988090700



SCAN QR CODE
to visit our
website

COURSE CURRICULUM



#35 DAY CLASS

SEARCH CAMPAIGN + AD EXTENSION

SETUP SEARCH CAMPAIGN

- Creating Your First Search Campaign
- Ad Groups and Their Importance
- Writing Effective Search Ads

AD EXTENSIONS

- Introduction to Ad Extensions
- Types of Ad Extensions (Sitelinks, Callouts, Structured Snippets, etc.)
- Best Practices for Using Ad Extensions



LEARNING OUTCOME

- Learn to set up and structure a search campaign for maximum results
- Understand how to create ad groups and write effective ads that attract clicks
- Master ad extensions to improve ad visibility and CTR



PROJECT TASK:

- Create a live Google Search Campaign for any niche
- Set up 1 campaign with 2-3 ad groups
- Write 3-4 search ads per ad group
- Add at least 3 types of ad extensions (Sitelinks, Callouts, Structured Snippets)
- Track basic metrics like CTR, impressions, and clicks



#39 DAY CLASS

GOOGLE ANALYTICS INTEGRATION + ADVANCED FEATURES

GOOGLE ANALYTICS INTEGRATION

- Connecting Google Ads with Google Analytics
- Analyzing Campaign Performance in Google Analytics
- Setting Up Goals and Events
- Smart Campaigns and Automated Bidding
- Dynamic Search Ads
- Setting Up a Remarketing Campaign
- Creating Remarketing Lists
- Dynamic Remarketing for E-comm



LEARNING OUTCOME

- Learn to connect Google Ads with Google Analytics and track campaign performance
- Understand goals, events, and remarketing to improve conversions



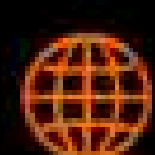
PROJECT TASK:

- Integrate Google Analytics with a Google Ads account
- Set up 1 goal and 2 events to track website actions
- Create a remarketing campaign with a dynamic list (e-commerce or demo product)
- Analyze campaign performance and prepare a short report with insights



**LEARN. IMPLEMENT.
GROW ONLINE.**

Join Thousands of Learners and
Build Your Digital Future.



www.digitalwithankur.com



hello@digitalwithankur.com



+91-7988090700



SCAN QR CODE
to visit our
website

COURSE CURRICULUM



#40 DAY CLASS

YOUTUBE ADS

- Types of YouTube Ads
- Creating Effective Video Ads
- Analyzing YouTube Campaign Performance



LEARNING OUTCOME

- Understand different types of YouTube Ads and when to use them
- Learn to create engaging video ads that grab attention & drive action
- Gain skills to analyze campaign performance and optimize results



PROJECT TASK:

- Create YouTube Ads For All Types of Businesses.



#41 DAY CLASS

GOOGLE TAG MANAGER

- What is GTM
- Set up Google Tag Manager
- Why are GA & GTM connected in the website
- Components in GTM
- What is Tag, Trigger & Variables
- Button Click Tracking
- URL Tracking
- All Link Tracking
- Outbound Link Tracking
- File Download Tracking
- Image Visibility Tracking



LEARNING OUTCOME

- Learn how to set up & connect Google Tag Manager (GTM) with Google Analytics for tracking
- Understand tags, triggers & variables and how they help in event tracking
- Gain skills to track user interactions (button clicks, links, file downloads, images, etc.) without coding



PROJECT TASK:

- Set up Google Tag Manager on a demo website.
- Create tags for button clicks, outbound links & file downloads.
- Build a report in Google Analytics showing all tracked events.



#42 DAY CLASS

GOOGLE TAG MANAGER (PART -2)

- Google Ads Conversion Tracking
- Thank You Page Tracking
- Pop up Tracking
- AJAX Form Tracking
- Text Copy tracking
- WhatsApp button tracking



LEARNING OUTCOME

- Learn to track every user action (thank you pages, forms, popups, buttons, text copies)
- Understand how to set up Google Ads & GTM conversion tracking step by step



PROJECT TASK:

- Set up Google Ads conversion tracking using GTM
- Track Thank You Page visit, AJAX form submissions, Popup interactions, Text copy clicks, WhatsApp button clicks
- Submit a conversion tracking report with proof



LEARN. IMPLEMENT.
GROW ONLINE.

Join Thousands of Learners and
Build Your Digital Future.



www.digitalwithankur.com



hello@digitalwithankur.com



+91-7988090700



SCAN QR CODE

to visit our
website

Take Your Career's Most Important Step Today

Towards Building a Thriving Career in Digital Marketing!



Course Duration: **3 Months**



WhatsApp on **7988090700** with a message,
I am interested in the course

Contact Us



<https://digitalwithankur.com/>



hello@digitalwithankur.com



+91 7988090700