



# H.A IT Soft Technologies & Computer College

**Digital Marketing Course**



# Digital Marketing Basics

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- Introduction to **Digital Marketing**
- Understanding Online Business & Marketing Funnel
- Website Basics & Introduction to **WordPress**
- Content Creation Basics
- Social Media Platforms Overview
- Introduction to Branding



# SEO & Social Media Marketing

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- Introduction to **Search Engine Optimization (SEO)**
- Keyword Research Techniques
- On-Page & Off-Page SEO
- Social Media Marketing (SMM)
- Marketing on **Facebook, Instagram, LinkedIn**
- Content Strategy & Engagement



# Ads & Professional Skills

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- Paid Advertising Basics
- Running Ads on **Facebook Ads Manager**
- Introduction to **Google Ads**
- Email Marketing Basics
- Analytics & Performance Tracking
- Freelancing Basics & Client Handling



# Final Projects

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- SEO Optimization Project
- Social Media Campaign
- Paid Ads Campaign Setup



# Skills You Will Learn

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- SEO & Website Optimization
- Social Media Marketing
- Paid Advertising (Facebook & Google Ads)
- Content Strategy
- Freelancing & Online Earning