



**Be a pro In —**  
**DIGITAL**  
**MARKETING**  
**WITH ODMT**

[www.odmt.in](http://www.odmt.in)

+91 7386603165

+91 73869 53795

# Course Syllabus


S. No	Modules	3 Months Programme	45 Days Programme
01	Domain and Hosting & Basics of Web Design	✓	✓
02	WordPress Web Design	✓	✓
03	SEO	✓	✓
04	SEO Premium Tools ( Ahref, Semrush, Keyword revealer etc)	✓	✗
05	Google Ads	All Networks	Only Search Network
06	Google Ads live Budget	✓	✗
07	Social Media Marketing	FB, Insta,Linkedin,youtube	Only FB & Insta
08	Social Media Tools	✓	✗

# Course Syllabus

S. No	Modules	3 Months Programme	45 Days Programme
09	Email Marketing	✓	✗
10	Affiliate Marketing	✓	✗
11	Youtube Marketing	✓	✗
12	Google Adsense	✓	✗
13	Freelancing	✓	✗
14	Influencer Marketing	✓	✗
15	Google Analytics	✓	✗

# MODULE 1: Domain and Hosting

- **What is Domain**
- **What is Hosting**
- **Service Providers**
- **How to buy Domain and Hosting**



# MODULE 2: Web Design

-  **What are Pages**
-  **What are Posts**
-  **What are Categories**
-  **What are Themes**
-  **Static and Dynamic Website**
-  **Plugins**
-  **Elementor**

# Hands-on Project



**Landing Page Design**

# MODULE 3: SEO



**Introduction to SEO**



**How Does Search Engine Works?**



**SEO Types**



**On Page SEO**



**Keyword Research and Analysis**











**Tools Used for Keyword Research**



**Competitor Analysis, Web Position Analysis**

# MODULE 3: SEO

-  **How to write a blog**
-  **Google Search Console**
-  **Introduction to Off Page SEO**
-  **Off Page SEO Techniques**
-  **Technical SEO**
-  **Sitemap/ Robots.txt**
-  **301 Redirections**
-  **Google My Business**



# Hands-on Project



**Proper whole SEO for 1 Website**



**Link Building**



**Implementation of Meta Tags**

# MODULE 4: Google Ads or PPC or SEM

 **Introduction to Google Ads**

 **Search Network**

 **Display Network**

 **Video Network**

 **Shopping Ads**

 **App Network**

 **Remarketing**



# MODULE 4: Google Ads or PPC or SEM



**Conversion Tracking**

## Hands-on Project



**Creating live search Ads**



**Campaign Setup, Performance Analysis**

# MODULE 5: Social Media Marketing



**Social Media Optimization**



**Designing of Image and Videos**



**Facebook Ads**



**Instagram Ads**



**Linkedin Ads**



**Conversion Tracking**



**Remarketing**

# MODULE 6: Email Marketing



**Introduction to Email Marketing**



**Mailchimp Campaign Creations**



**Mailchimp forms creations**

# MODULE 7: Google Analytics



**Getting Started with Google Analytics**



**Navigating Google Analytics**



**Real Time monitoring**



**Audience**



**Acquisition**



**Traffic Sources**



**Visitors**

# MODULE 8: Affiliate Marketing



**Introduction to Affiliate Marketing**



**Affiliate Marketing Platforms**



**Enrolling in an Affiliate Marketing Program**



**Tips and tricks to improve affiliate Marketing**



**Types of Affiliate Marketing**



**Traffic Sources**



**Visitors**



# MODULE 9: Google AdSense



**Introduction And Requirements**



**Creating An AdSense Account**



**Setting up website**








**Earning Effective Tips**



**Ad Networks in AdSense account**



# MODULE 10: YouTube Marketing

-  **Introduction to YouTube Marketing**
-  **Creating Youtube Channel**
-  **Connecting with Adsense account**
-  **Earning Effective Tips**
-  **Ad Networks in Adsense account**

# MODULE 11: How to do Freelancing



**Freelance Digital Marketing Services**



**Freelance Digital Marketing Services**



**Digital Marketing Freelance Projects**

# MODULE 12: Influencer Marketing



**Introduction to Influencer Marketing**



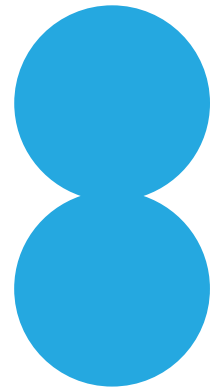
**Types of Influencer Marketing**



**How to find out Influencers**



**Different types of Influencers**



# GOT QUESTIONS?

Reach out.



7386603165



[contact@odmt.in](mailto:contact@odmt.in)