

SM TECH ACADEMY

Digital Marketing Syllabus - Learn With Developers

Module 1: Digital Marketing Fundamentals

What is Digital Marketing?

Scope & Types (SEO, SMM, SEM, Email, etc.)

Career Paths & Opportunities

Module 2: Marketing Research

Market Analysis

Competitor Research

Tools: Google Trends, Ubersuggest

Module 3: Website Planning & Structure

Domain & Hosting

Website Hierarchy & Page Flow

Landing Page Planning

Module 4: WordPress & WooCommerce

WordPress Basics

Theme Installation & Customization

WooCommerce Setup & Payments

Module 5: Portfolio Development

Personal Branding Website

Add Resume, Blogs, Work Samples

Tools: WordPress, Canva, ChatGPT

Module 6: Copywriting

Psychology of Persuasion

Ad Copy, Landing Page Copy, Blog Copy

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Tools: Grammarly, Hemingway Editor

Module 7: Blogging

Blog Niche Research

SEO-Friendly Blog Writing

Monetization Options

Module 8: Content Writing

Long-form vs Short-form Content

Content Planning & Scheduling

Use of ChatGPT & AI in Writing

Module 9: SEO - On Page

Meta Tags, Headers, Alt Text

Internal Linking & URL Structure

Tools: Yoast, Google Search Console

Module 10: SEO - Off Page

Link Building Techniques

Guest Posting & Directory Submissions

Tools: Ahrefs, SEMrush, Ubersuggest

Module 11: Local SEO

Google My Business (GMB)

NAP, Reviews, Local Listings

Tools: GMB, Google Maps Optimization

Module 12: Google Analytics

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GA4 Dashboard Walkthrough

Events, Conversions, Traffic Sources

Custom Reports & Insights

Module 13: Google Ads

Search, Display, Video Ads

Bidding Strategies & Quality Score

Tools: Google Ads, Keyword Planner

Module 14: Google Tag Manager & AdSense

Setting up GTM

Event Tracking

Introduction to Google AdSense

Module 15: Social Media Marketing (SMM)

Facebook, Instagram, LinkedIn Pages

Scheduling, Captions, Hashtags

Tools: Meta Business Suite, Metricool

Module 16: Facebook & Instagram Ads

Ad Types: Traffic, Leads, Engagement

Pixel Setup, Retargeting

Tools: Facebook Business Manager

Module 17: LinkedIn & SMO

LinkedIn Personal Branding

SMO Techniques for All Platforms

Tools: Canva, InFlact, InstaChamp

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Module 18: YouTube & Video Editing

Channel Setup & Optimization

YouTube SEO

Tools: TubeBuddy, VidIQ, Adobe Premiere Pro

Module 19: Google Video Ads

Creating Video Campaigns

Targeting Options for Video Ads

Integration with YouTube Channel

Module 20: Email Marketing

List Building & Opt-ins

Email Funnels & Campaigns

Tools: Mailchimp, Sendinblue

Module 21: Affiliate Marketing

Top Affiliate Networks

Funnel Creation for Affiliates

Tracking & Reporting

Module 22: Dropshipping & Shopify

Niche Product Research

Shopify Store Setup

Tools: Oberlo (reference), Shopify dashboard

Module 23: ORM (Online Reputation Management)

What is ORM?

Handling Negative Reviews

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Tools: Google Alerts, Social Mention

Module 24: Influencer Marketing

Finding the Right Influencers

Outreach & Campaign Planning

Tools: Lusha, Quora, Social Blade

Module 25: Freelancing & Client Acquisition

Freelancing Platforms (Upwork, Fiverr)

Proposal Writing & Pricing

Communication & Client Retention