



# Awesome Skills Academy

## Eligibility Level X

### Subject: Certificate in Digital Marketing

#### Syllabus:

#### **Module 1: Introduction to Digital Marketing (10 hrs)**

Digital Marketing ki & keno proyojon

Traditional vs Digital Marketing

Marketing Funnel & Customer Journey

Digital Marketing Tools & Platforms overview

#### **Module 2: Website Basics & UX (15 hrs)**

Website ki & CMS (WordPress) basics

Domain, Hosting, Security (SSL)

UX/UI Fundamentals

Landing pages & conversion tracking

## **Module 3: Search Engine Optimization (SEO) (25 hrs)**

Search Engine kibhabe kaj kore

On-Page SEO (keywords, meta tags, headings)

Off-Page SEO (backlinks, guest posting)

Technical SEO (site speed, robots.txt, sitemap)

SEO tools: Google Search Console, Moz/Ahrefs basics

Local SEO

## **Module 4: Content Marketing (15 hrs)**

Content strategy & planning

Blog writing & editing

Content for social media

Visual content basics

Content Calendar

## **Module 5: Social Media Marketing (20 hrs)**

Facebook & Instagram marketing

LinkedIn for Business

YouTube basics

Community building & engagement

Posting strategies & analytics

## **Module 6: Paid Advertising (PPC) (20 hrs)**

Google Ads fundamentals

Search & Display campaigns

Facebook & Instagram Ads

Budgeting & bidding

Conversion tracking (Pixel & Tags)

## **Module 7: Email Marketing & Automation (10 hrs)**

Email list building

Automation basics

Email campaign types

Tools: Mailchimp / Sender / Brevo

## **Module 8: Analytics & Reporting (10 hrs)**

Google Analytics basics

Traffic & behaviour reports

Goals & conversions

Dashboard creation

## **Module 9: Final Project & Assessment (15–20 hrs)**

Live project:

Website setup + SEO

1 social campaign

1 paid ad campaign

Analytics report

Viva/Project evaluation



+91- 8334011451



Chandannagar, WB – 712138



**Skill India**  
कौशल भारत - कुशल भारत

