



GHURUDEV

Digital marketing syllabus

Standard

- ✓ Fundamentals of Digital Marketing
- ✓ Keywords Research
- ✓ Website Planning and Creation
- ✓ Search Engine Optimization
- ✓ Onpage Optimization
- ✓ Offpage Optimization
- ✓ SEO Updates and Analysis
- ✓ Local Business and Listing
- ✓ Pay Per Click Marketing
- ✓ Social Media Optimization
- ✓ Web Analytics
- ✓ Projects

Premium

- ✓ Fundamentals of Digital Marketing
- ✓ Keywords Research
- ✓ Website Planning and Creation
- ✓ Search Engine Optimization
- ✓ Onpage Optimization
- ✓ Offpage Optimization
- ✓ SEO Updates and Analysis
- ✓ Local Business and Listing
- ✓ Pay Per Click Marketing
- ✓ Social Media Optimization
- ✓ Web Analytics
- ✓ Social Media Marketing
- ✓ Content Marketing
- ✓ Video Marketing
- ✓ Projects