Digital Marketing Course

Course Outline

About Uskills

Digital marketing is now the requirement for every business and marketing professional. If you ignore digital marketing today, your competitors are going to take full advantage of it and can easily take you out. Learning digital marketing means increase in your sales, profits, traffic and brand awareness.

USKILLS brings the most advanced digital marketing course where you can learn from easy and highly interactive instructor-led.

01
MODULE
Search Engine Optimization (SEO)

SEO INTRO

SEO stands for search engine optimization. Seo is a technique to generate quality and relevant traffic on website throughout search engines.

USKILLS designs this course to give an opportunity to our students to work in the organization or on the freelancing platform being as an expert SEO. This is the most demanding course and need of every single user who want to build his career in Digital Skills. We summarize this course by teaching you SEO Methodologies, SEO Marketing, Word Press and different strategies to make you skilful.

OPPORTUNITIES

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01

Earn Money via Freelancing

Almost $1 Billion Is Earned by 150,000 Freelancers of Pakistan. Be one of them!

02

Earn Money via Blogging

Love writing? Start as a part-time blogger and earn money from your passion

03

Plenty of Job Opportunities

Few years of experience in digital marketing can yield you a six figure salary!

COURSE MODULES

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01
SUB MODULE

- Class-1
- Class-2
- Class-3
- Class-4
- Class-5

02
SUB MODULE

- Class-6
- Class-7
- Class-8
- Class-9
- Class-10
- Class-11
- Class-12

03
SUB MODULE

- Class-13
- Class-14
- Class-15
- Class-16
- Class-17
- Class-18

INTRODUCTION

- What is Marketing?
- What is inbound & outbound Marketing?
- What is Digital Marketing?
- Importance of Digital Marketing?
- Digital Marketing Channels?



INTRODUCTION

- What is SEO?
- Importance of Search Engine Optimization (SEO)?
- Scope of Search Engine Optimization (SEO)
- How do Search Engines Work?
- Understanding SERPs pages?
- Google Algorithms
- How Many Types Of Search Engine Optimization (SEO)
- SEO Techniques

INTRODUCTION (NICHE)

- What is Niche?
- How Many Types Of Niches?
- What is Niche Research?
- Benefits of Niche Research
- Different Techniques Of Niche Research?

INTRO (KEYWORDS)

- Introduction to Keywords
- Long Tail Keywords Vs Short Tail Keywords
- Keyword Clustering or Grouping
- Keyword Cannibalization
- Discovering Keywords
- Analyzing Competitor websites for Keywords through Different Tools Like **(Semrush, ahrefs, and SpyFu)**

KEYWORD RESEARCH

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- What is Keywords Research?
- Keywords Research **(Relevancy, Searches, Competition)**
- How to find successful keywords to meet project targets?
- How to Use Free & Premium Keyword Research Tools
- Powerful techniques of Keyword Research
- Analyzing Competitor websites for Keywords through Different Tools Like **(Semrush, ahrefs, and SpyFu)**
- **What Is LSI Keywords:** Easy Strategies To find LSI Keywords

02

SUB MODULE

On-Page Search Engine Optimization

ON-PAGE OPTIMIZATION

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- What is On-Page SEO?
- **On-page SEO Checklist :** we have a proven checklist with help of that you can verify your on-page SEO efforts.
- **On-page SEO Factors :** how many on-page seo factors.
- **Title Optimization:** How to select the right title for your page which will boost your CTR
- **Description Optimization:** How to create content Meta Description for your website
- **Url Optimizations:** URL structure best practices

ON-PAGE OPTIMIZATION

- Content planning & Creation
  a. Content Research
  b. Content Structure
  c. Content Planning With Keywords
- Content optimization
  a. **Header Tags Optimization:** how and where to use (H1, h2, h3, h4……) tags
  b. **Keywords Placement:** how to Spread the Keywords in the content

ON-PAGE OPTIMIZATION

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a. **Image optimization:** how to optimize Image for Search Engine
b. How many images you add to your post
c. **Internal links:** How many Internal links you should add to your post.
d. **Outbound links:** Which & How many outbound links you should add to your post
e. **Schema Markup**

ON-PAGE OPTIMIZATION

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- Yoast SEO Plugin / AllinOneSEO Plugin o Optimize webpages
- WP-Paginate (plugin)
- Redirection (Plugin)
- Google XML Sitemap Generator (Plugin) o Robots.txt (WP Robots txt)
- Insert Header & Footer (Plugin)
- WP Smush (Plugin)

TECHNICAL SEO

- Meta Robots (admin pages/ backend pages, private pages, duplicate pages, search pages, dynamic URLs)
- Canonical Tags
- Pagination Tags (WP-Paginate Plugin) o Canonicalization Factor
- Robots.txt
- Sitemap.xml
- SEO related HTML Tags
- Clean Indexation

WEBSITE ANALYSIS

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- **Google Console**
  a. What is Google Console ?
  b. How to set up Google Search Console for your site
  c. How to verify your site
  d. The differences between Old and new Google Search Console
  e. How to link Google Search Console with Google Analytics
  f. How to add a sitemap
  g. What the different types of permissions are
  h. How to add and remove users
  i. How to Analyze the website through Google Console

WEBSITE ANALYSIS

- **Google Analytics**
  a. What is Google Analytics ?
  b. How to set up Google Analytics for your site
  c. How to Analyze the website through Google Analytics

03

SUB MODULE

Off-Page Search Engine Optimization

OFF-PAGE SEO

- On page Vs. Off-Page Optimization
- **Introduction to Back Links:** Why is it important for SEO?
- What is Anchor text and why it is important in link building
- When you should start creating backlinks
- Some proven ways to get backlinks organically
- Easy Method to generate high-quality Do-follow backlinks

TYPES OF BACKLINKS

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- Search Engine Submissions
- Top Local Business Listings
- Top Directory Submissions
- Top Article Directories
- Niche Relevant Blog Comments
- Niche Relevant Forum Posts
- Top Microblogging sites
- Top Infographics & Slide share websites
- Social Profiles (Profile Link Building)

TYPES OF BACKLINKS

- Top Video sharing
- websites Social Media (Social Signals)
- Web 2.0 (WordPress, Tumblr, Blogger)
- Blogging One-tier Backlinks Vs Two-tier Backlinks
- Types of Backlinks to AVOID
  a. Private Blog Networks
  b. Competitors Analysis

02
MODULE
Social Media Marketing (SMM)

COURSE MODULES

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04 MODULE

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- Class-16
- Class-17
- Class-18
- Class-19
- Class-20

INTRODUCTION

- What is social media?
- Understanding the social media marketing concepts
- How social media marketing is different?
- What is the single most important concept about social media marketing?



INTRODUCTION

- How to create Your Brand Story
- Define Your Goals
- Develop Audience Personas
- Create a Journey Map for social media Identify Key Channels
- Develop a Content Strategy

INTRODUCTION

- Draft a Content Calendar
- Plan Your Resources
- Simply Measure

Content Creation:

Creating a perfect content marketing plan:

- Align
- Publishing content
- Branding
- Direction
- Support

Types of content on social media

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Facebook Algorithm -

- How To Craft The Perfect Product Listing To Crush Your Competitors
- Strategic Keyword Research For Top Rankings
- How To Create The Best Product Title
- How To Create A Compelling Product Description
- Product Images That Attract And Convert
- How To Choose The Right Product sale Price
- Creating Your Complete Listing

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Learning about optimization

- How to Pay to Play
- How to Share thumb stopping content
- How to Use video & native content
- How to Encourage engagement using unique ways
- How to Post on trending topics

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Facebook Business Manager

- How to properly use and manage Facebook business manager

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Strategy Creation

- How to generate Ideas
- How to create a Flow
- Which Channels to use o How to do Budgeting
- How to do Profiling - Interests o How to create a backup Plan
- Approval

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Facebook Marketing

Facebook marketing (Both Organic and Paid ads)

- Understanding Facebook Marketing
  - Practical Exercise
    - Creating a page
    - Adding contacts
    - Posting on the wall

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Facebook Marketing

Best practices for posting

- Practical Exercise
  - Creating a Facebook advertisement
  - Understanding Power editor
  - Difference between boosting a post and running a PPE advertisement
  - Adding a Credit card for billing and understanding billing

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Facebook Marketing

- Best practices for posting
  - Practical Exercise
    - Learning every objective of Facebook advertisement Setting budget
    - Targeting audience
    - Using audience insights

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Retargeting/Remarketing

- How to properly use re-targeting
- Learning custom audiences
- How to create sequences
- How to properly use retargeting for your business
- How to work with Facebook Pixels
- How to use Facebook pixels to maximize sales and conversions
- How to make Facebook Pixels strong so they work in your favour
- Running paid advertisements on other major social media networks

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Other Social Media Networks

- Running paid advertisements on other major social media networks
  - Twitter
    - Both paid advertising and organic marketing
  - Linkedin
    - Both paid advertising and organic marketing

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04
MODULE
Shopify Store Creation

CREATING A STORE ON Shopify

Create Shopify account, choose plan

- Configure domain, payments, shipping
- Select & customize theme (layout, branding)
- Products & Pages
- Add products & variants
- Organize collections
- Create essential pages (About, Contact, FAQ)

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CREATING A STORE ON Shopify

Tools & Apps

- Install key Shopify apps
- Integrate analytics, email, Facebook/Google

Launch & Marketing

- Test store & connect domain
- Set up SEO, discounts, email marketing
- Launch strategy & social media integration

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CREATING A STORE ON Shopify

Post-Launch & Growth

- Manage orders, customer support
- Use reports to optimize
- Explore dropshipping (optional)

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05
MODULE
Freelancing and Client Hunting

Fiverr & Upwork Freelancing

- **Introduction to Fiverr and Upwork:**Overview, benefits, and account setup.
- **Profile Optimization:** Professional photo, bio, education, and skills.
- **Creating Gigs:** Titles, categories, descriptions, pricing, and extras.
- **SEO and Thumbnails:** Keywords, tags, gig descriptions, and visual appeal.
- **Order Management:** Prompt responses, order tracking, and revisions.

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Fiverr & Upwork Freelancing

- **Customer Service:** Effective communication and maintaining standards.
- **Marketing:** Promoting gigs via social media and networking.
- **Review and Improvement:** Gathering feedback, analyzing performance, and updating gigs.

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Course Fee

35000PKR

Registration

Get Enrolled: https://uskills.pk/get-enrolled/

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