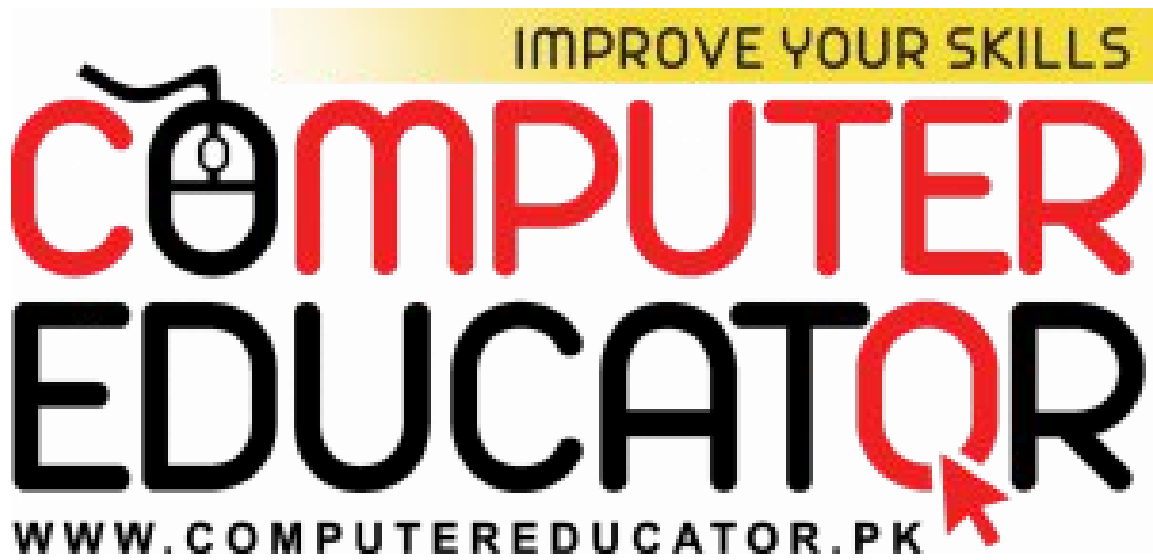


الصلوة والسلام عليك يا رسول الله ﷺ



### Digital Marketing Course Outline

**Duration: 3 Months | Practical & Job-Oriented**

**Chapter 1** Fb Area: 0310-6000074

**Chapter 2** Gulshan-e-Iqbal: 0311-2154111

**Chapter 3** North Karachi: 0319-1114011

# **Search Engine Optimization (SEO)**

- Keywords research process
- Understanding keyword mix

## **On-Page Optimization**

- Primary, secondary & tertiary keywords
- Keyword optimization
- Content optimization & planning
- Understanding your audience for content
- Keyword stuffing & keyword placement
- Internal linking
- Meta tags creation
- Google Search Console (Webmaster Tools) setup
- Sitemap creation & submission
- Writing SEO-optimized content
- Writing content for blogs, articles & press releases

## **Off-Page Optimization**

- What is domain authority?
- How to increase domain authority
- What are backlinks & types
- Link building strategies & techniques
- Do's & Don'ts of link building
- Easy link acquisition methods

## **Local SEO**

- Google My Business optimization
- Classified submissions
- Citation building
- Top SEO tools
- Monitoring SEO progress
- Creating SEO strategy
- Understanding "link juice"
- Importance of domain & page authority
- Google algorithm updates: Panda, Penguin, EMD

## **Content Marketing**

- What is content marketing?
- Goals and types of content (with examples)
- Keyword research for content ideas
- Optimizing content for search engines
- Creating authority blogs & monetizing them
- Content promotion strategies
- Understanding customer types
- Importance of second customer
- Online influencers & engagement
- Writing magnetic headlines (with examples)

## **Social Media Marketing**

- What is social media marketing?
- Psychology of social platforms
- Social media vs. other marketing types

## **Facebook Marketing**

- Creating & optimizing Facebook page
- Posting strategy and fan engagement
- Inviting contacts and growing fanbase
- Facebook Ads setup and campaign creation
- Targeting, conversion tracking, and Power Editor
- Advanced tools like Qwaya

## **LinkedIn Marketing**

- Profile optimization
- Company pages vs. personal profiles
- LinkedIn groups & advertising
- LinkedIn publishing

## **Video Marketing**

- Creating video campaigns
- Uploading videos on YouTube & other platforms
- Strategy to bring traffic via video
- Creating ad groups and understanding bid strategy

## **Classified Posting**

- Platforms: OLX, Pinterest, StumbleUpon

## **PPC Advertising with Google Ads**

- Overview of Google Ads & Microsoft Ads
- Understanding inorganic results
- Google Ads account structure

## **Campaign Types**

- Search, Display, Shopping, Video campaigns
- Merchant center overview
- Dynamic search ads

## **Bidding & Quality Score**

- Manual, Auto, Enhanced CPC, CPA
- Flexible bid strategies
- CTR & AdRank explained

## **Creating Campaigns**

- Ad groups, keyword research & match types
- Using keyword planner tool
- Negative keywords & campaign optimization
- Writing high-converting ads
- Understanding ad extensions

## **Performance Tracking**

- Conversion tracking setup
- Analyzing reports and optimizing campaigns
- Increasing CTR & quality score
- Decreasing CPC
- Competitor analysis

## **Display Campaigns**

- Display types: mobile, remarketing, engagement
- Ad placements & display planner
- Creating banner/text ads
- Tools for banner creation

## **Remarketing**

- What is remarketing?
- Setting up remarketing campaigns
- Creating custom audiences

## **Online Display Advertising**

- What is online display advertising?
- Types: banner ads, rich media, in-text/image/video ads
- Contextual & in-page ads
- Payment models: CPC, CPM, CPA
- Top platforms for display advertising
- Tools for creating banner ads
- Measuring ROI of ad campaigns

## **Affiliate Marketing**

- What is affiliate marketing?
- How affiliate marketing works
- Difference between affiliate marketing & referral programs
- Types of affiliate marketing: Pay-per-sale, Pay-per-click, Pay-per-lead
- Choosing a profitable niche for affiliate marketing
- Top affiliate platforms (Amazon, ShareASale, ClickBank, Digistore24, etc.)
- How to find high-converting affiliate products
- Creating affiliate accounts & tracking links
- Tools to manage affiliate campaigns
- Affiliate marketing with blogs, YouTube, and social media
- Content strategies to promote affiliate products
- SEO tips for affiliate websites
- Email marketing for affiliate sales
- Creating landing pages for affiliate offers
- Using analytics to track affiliate performance
- Understanding affiliate disclosure policies
- Passive income strategies through affiliate marketing

## **Guest Posting & Outreach Marketing**

- What is guest posting in digital marketing?
- Benefits of guest blogging (SEO, authority, backlinks, traffic)
- Difference between guest blogging and content collaboration
- How to find high-authority guest posting websites
- Tools for guest post prospecting (Ahrefs, Moz, BuzzSumo)
- How to pitch your article idea to website owners
- Writing effective outreach emails
- Guidelines for writing guest blog content
- How to follow guest post submission rules (word count, links, format)
- Do's and Don'ts of guest posting
- How to write author bios with links
- Measuring ROI from guest posts
- Tracking backlinks and referral traffic from guest articles
- How to use guest posting to build authority in your niche
- Leveraging guest posts for affiliate and product promotion

## **Freelancing with Fiverr & Online Marketplaces**

- Introduction to freelancing
- Overview of top freelancing platforms (Fiverr, Upwork, Freelancer, PeoplePerHour)
- Why Fiverr is best for beginners
- How Fiverr works – Gig-based system explained
- Creating a professional Fiverr account
- Niche selection and service specialization
- How to create high-converting gigs
- Fiverr gig SEO: title, tags, keywords, and description
- Designing attractive gig thumbnails
- Setting pricing tiers (basic, standard, premium)
- How to write effective buyer requests and proposals
- Fiverr Level System (New Seller, Level 1, 2, Top Rated)
- Fiverr communication etiquette & response time
- Handling orders, revisions, and delivery tips
- Managing client relationships professionally
- Dealing with negative reviews
- Fiverr analytics & performance tracking
- How to withdraw earnings (Payoneer, bank, etc.)
- Scaling your freelancing business through Fiverr
- Getting repeat clients & long-term contracts
- Diversifying into other platforms for multiple income streams

## **Freelancing with Upwork**

- Introduction to Upwork as a freelancing platform
- Creating a professional Upwork profile
- Profile optimization tips (headline, overview, portfolio, skills)
- How Upwork's Connects system works
- Choosing the right niche and services (digital marketing, SEO, web design, etc.)
- How to search and apply for jobs
- Writing winning proposals and cover letters
- How to set competitive pricing
- Fixed-price vs hourly contracts
- Upwork's rating & feedback system
- Understanding Upwork Terms of Service
- Building trust with clients (response time, delivery, communication)
- Managing projects and milestones
- How to get your first job with no reviews
- Using Upwork's Time Tracker & communication tools
- Getting Top Rated and Rising Talent badges
- Withdrawing payments securely (Payoneer, bank transfer, etc.)
- Tips to increase visibility and long-term success on Upwork
- Difference between Fiverr and Upwork – which platform is better for what?

**Thank You For Reading**

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