WebEducatorz
Pakistan First _learning Platform To Learn Skills

SEO

Online Courses

Advanced
Digital Media Marketing

06 Month's 48 Lectures
02 Classes In A Week

Training Features:
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Recorded Lectures
4 Month Internship Leading to the job
(Top Student)

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Module 1: Introduction to Digital Marketing

Lecture 1-2: Overview of Digital Marketing

- Definition and Importance of Digital Marketing
- Understanding Digital Marketing Channels
- Current Trends in Digital Marketing
- Introduction to Digital Marketing Metrics

Lecture 3-4: Understanding the Digital Ecosystem

- How Websites, Social Media, and Ads Work Together
- Types of Digital Marketing Campaigns (PPC, Content, Email)
- Tools of the Trade: Google Analytics, SEMrush, Ahrefs, etc.

Module 2: Social Media Marketing

Lecture 5-6: Introduction to Social Media Platforms

- Overview of Major Social Media Networks (Facebook, Instagram, LinkedIn, Twitter, TikTok)
- Identifying Audience and Niche on Social Media

Lecture 7-8: Developing a Social Media Strategy

- Crafting Goals for Social Media Campaigns
- Content Planning and Calendar Creation
- Building Community Engagement

Lecture 9-10: Social Media Advertising (Paid Ads)

- Overview of Paid Social Media Ads (Facebook/Instagram Ads)
- Creating Targeted Ad Campaigns
- Budgeting and Ad Analytics

Lecture 11-12: Influencer Marketing

- Introduction to Influencer Marketing
- How to Find and Work with Influencers
- Measuring the Effectiveness of Influencer Campaigns

Module 3: SEO (Search Engine Optimization)

Lecture 13-14: SEO Fundamentals

- What is SEO and Why It's Crucial for Online Success
- Keyword Research and On-Page Optimization
- Technical SEO Overview (Page Speed, Mobile Optimization)
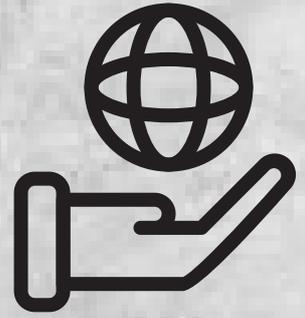
Lecture 15-16: Content SEO and Link Building
- Writing SEO-Friendly Content
- Building Backlinks and SEO Link Building Strategies
- SEO Analytics Tools (Google Search Console, SEMrush, Moz)

Lecture 17-18: Local SEO & SEO Analytics
- Introduction to Local SEO (Google My Business)
- Advanced SEO Reporting and Analytics

Module 4: SEO for Blogging & Website Creation

Lecture 19-20: SEO for Blogging
- The Role of Blogging in SEO
- Keyword Research for Blog Topics
- Optimizing Blog Posts for Search Engines
- SEO Writing Techniques (Headlines, Structure, Meta Descriptions)

Lecture 21-22: Setting Up and Creating a Blog
- Choosing the Right Blogging Platform (WordPress, Medium, etc.)
- Installing and Configuring WordPress for SEO

- Selecting and Customizing Themes
- Essential Plugins for SEO (Yoast, RankMath)

Lecture 23-24: Website Creation & Optimization

- Introduction to Website Creation (HTML, CSS, WordPress)
- Creating Landing Pages and Optimizing for Conversions
- Mobile-Friendly Website Design and Best Practices
- Basic Technical SEO for Websites (Site Speed, Sitemaps, Robots.txt)

Module 5: SEM (Search Engine Marketing)

Lecture 25-26: Google Ads and PPC Campaigns

- Introduction to Google Ads
- Keyword Research for Paid Search Campaigns
- Setting up and Managing Google Ads Campaigns

Lecture 27-28: Understanding Paid Search Metrics

- CPC, CTR, ROI, ROAS – What They Mean and How to Optimize
- A/B Testing for SEM Campaigns
- Using Google Ads for Retargeting and Remarketing
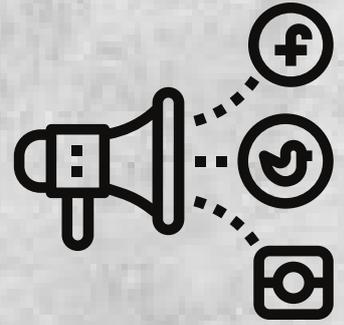
Module 6: Affiliate Marketing

Lecture 29-30: Introduction to Affiliate Marketing

- How Affiliate Marketing Works
- Choosing the Right Affiliate Program
- Best Practices for Affiliate Marketing Success

Lecture 31-32: Advanced Affiliate Marketing Strategies

- Tracking and Managing Affiliate Links
- Building Affiliate Marketing Funnels
- Analyzing Affiliate Metrics and Performance

Module 7: Shopify & E-commerce Marketing

Lecture 33-34: Introduction to Shopify

- Overview of Shopify and E-commerce Platforms
- Setting Up Your Shopify Store (Product Pages, Payment, Shipping)
- Creating a Seamless User Experience on Shopify

Lecture 35-36: Shopify Marketing & Sales Strategies

- E-commerce Marketing Channels (Paid Ads, Organic Traffic)

- Email Campaigns and Retargeting Strategies for Shopify Stores
- Analytics and Conversion Rate Optimization for E-commerce

Module 8: Email Marketing

Lecture 37-38: Introduction to Email Marketing

- Building and Growing an Email List
- Understanding Email Campaign Tools (MailChimp, Klaviyo, ConvertKit)
- Crafting Engaging Email Content and Calls to Action

Lecture 39-40: Advanced Email Campaigns and Automation

- Setting Up Email Automation (Welcome Series, Abandoned Cart)
- A/B Testing in Email Marketing
- Measuring Email Campaign Success (Open Rates, Click Rates)

Module 9: YouTube SEO and Video Marketing

Lecture 41-42: YouTube SEO Fundamentals

- Understanding the YouTube Algorithm
- Optimizing Your Channel and Videos for SEO
- Keyword Research for YouTube Videos

Lecture 43-44: Creating and Promoting YouTube Content

- Best Practices for Video Content Creation
- Using YouTube Analytics to Improve Performance
- YouTube Advertising and Monetization Strategies

Module 10: Content Creation & Graphic Design

Lecture 45-46: Introduction to Content Creation

- Understanding Different Types of Digital Content (Blogs, Videos, Social Posts)
- Content Planning and Strategy
- Importance of Visual Content

Lecture 47-48: Using Adobe Photoshop & Canva for Marketing

- Basics of Adobe Photoshop for Digital Marketers
- Designing Social Media Graphics, Banner Ads, and Blog Images
- Advanced Photoshop Techniques (Layering, Text Effects)
- Introduction to Canva for Non-Designers
- Creating Social Media Graphics, Presentations, and E-books

Capstone Project

Final Weeks (Optional):

Students will create and present a comprehensive digital marketing strategy based on a real or hypothetical brand.

The project will incorporate SEO, SEM, social media strategy, content creation, blogging, website design, paid ads, email marketing, and analytics.
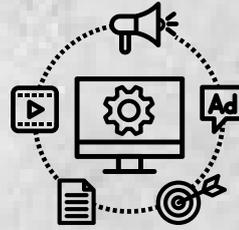
Tools and Software Covered

- Google Analytics
- SEMrush / Ahrefs / Moz
- Mailchimp / Klaviyo / ConvertKit
- Google Ads
- Shopify
- WordPress / Blogging Platforms
- Adobe Photoshop
- Canva
- YouTube Studio
- Google Search Console
- Yoast / RankMath (for SEO)
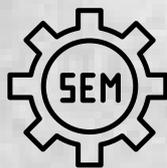
Webeducatorz Speakers

Asad Mukhtar
Full Stack Web Developer

Abdul Rauf
Interior And Exterior

Cashif Ilyas
Software Engineer
(Germany)

Rehan Ali
Frontend Developer

Abdullah Waseem
Backend Developer

Aqeel Ahmed
Full Stack Web Developer

Sarthak Shrivastava
Full Stack Web Developer
(India)

Taimoor Pardesi
Youtuber
(1M+ Subscriber)

WebEducatorz

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