

with AI & Automation

Introduction

- Digital World (Social Media & Search Engines)
- HYPE vs HELP
- Understanding the Marketing Strategy
- Introduction to Keywords
- Inbound vs Outbound Marketing

Content Marketing with AI Tools

(Quetext, ZeroGPT, ChatGPT, Gemini, Perplexity)

- Content Writing (Website & Articles)
- Copywriting & Storytelling
- AI & High-Intent Search
- Prompt Engineering for Marketers

Graphics Design

(Canva, Nano Banana, ChatGPT)

- Designing Graphics using Canva
- Sizes for Social Media & Websites
- Introduction to Grids, Stories, Reels & Carousels
- Visual Hierarchy & Colour Psychology
- Canva AI Tools

Introduction to CMS

- WordPress Dashboard
- Themes, Plugins & Page Builders
- Introduction to Page Builders
- Designing Pages with Elementor
- Sections, Columns & Widgets
- Home, Contact & Services Pages
- Landing Page Optimisation

Introduction to SEO

(AI Tools – Moz, Ahrefs, SEMrush, SEOptimer, Screaming Frog, PageSpeed Insights, Ubersuggest, SEO Meta 1 Click)

- Need & Types of SEO
- Website Audit

On-Page SEO

- Title Tags, Meta Description, Alt Tags
- Sitemap, Robots.txt, Schema Markup

Technical & Content SEO

- Topic Clusters
- Core Web Vitals

Off-Page SEO

- DA, PA, Spam Score
- Do-Follow & No-Follow Links

Link Building

- Listings, Guest Posting
- Web 2.0 & Social Bookmarking

Personal Branding (LinkedIn)

- Profile Optimisation (Core, Recommended, Additional)
- Professional Networking
- Skills, Services & Endorsements

Content Formats

- Articles, Posts & Polls
- Featured Section & Newsletters
- Business Page Creation

Search Console & GA4

- Getting Started & Property Verification
- Dashboard Overview
- Audience Tracking & Events
- Goals & Conversions

Final Milestone

- Interview Preparation
- Resume Building Tips
- Final Assignment

