



SKILLIO

Weekly Plan

Digital Marketing

01

Digital Marketing



- 1 Fundamentals of SEO
- 2 Basics Of Digital Marketing



Week 1



1 Designing and Building Web Presence

- Knowledge of domain, hosting and web creation
- Understanding the Visual Elements Of Website
- Create Better Landing pages and Engagement

1 SEO Importance

- Understanding google search algorithms
- Developing knowledge of SEO tools



**1**

SEO Importance

- How technical SEO works
- Guidance on Technical vocabulary and URL parameters

Digital Marketing

Practical exam based on
four week learning



Exam

**1**

Keyword Exploring

- Understanding the basic of keywords
- How to use keywords



1 Content Creation

- How to optimize the content
- How to create content strategy



**1**

Content Marketing

- Content Marketing Tactics
- Content Promotion
- Content Analysis & Reporting

**1 SEM**

- Understanding Search Engine Marketing
- Knowledge about google Ads



Digital Marketing



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**Practical exam based on
four week learning**

Exam



1 Social Media

- Exploring social media networks
- How to use social media for better reach
- Build strategy to expand new social media





1 Social Media Marketing

- Working on facebook & Instagram campaign
- Running Ads and measuring Performance



1 Display Advertisement

- Optimizing Ad campaign
- Detailed knowledge of Ad Campaign
- Tracking of Ads and Conversion



Digital Marketing



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**Practical exam based on
complete course learning**

Exam



Congratulations!

You have successfully completed this course!