



AI-POWERED ADVANCED

# DIGITAL MARKETING

Live Classroom Training

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DIGITAL MARKETING PRO  
IN 4 MONTHS

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**#1 Agency Driven Digital Marketing Academy**

## **100% PRACTICAL & AI-POWERED ADVANCED DIGITAL MARKETING COURSE**

Enhance Your Digital Skills, Join our AI-Powered Advanced Digital Marketing Course in Navi Mumbai.



- ✓ 4 Months Live Classroom Training
- ✓ 60+ AI Powered Latest Modules
- ✓ Learn 50+ Digital Marketing & AI Tools
- ✓ Globally Recognized Certificates
- ✓ Practical Session & Study Materials
- ✓ Interview Preparation & Mock Tests
- ✓ 100% Placement Assistance

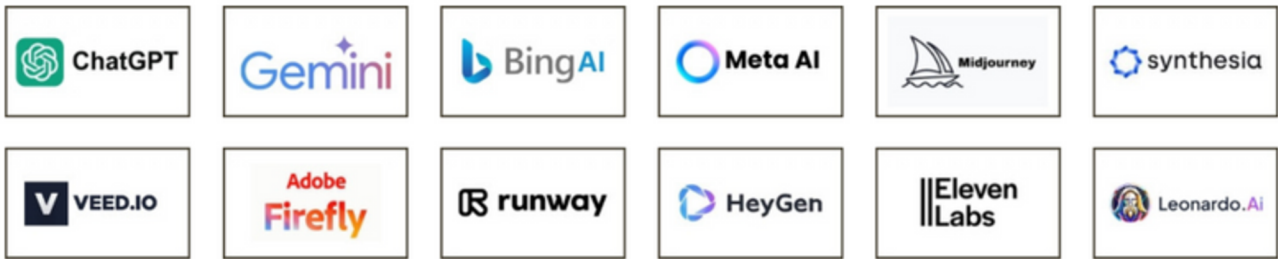
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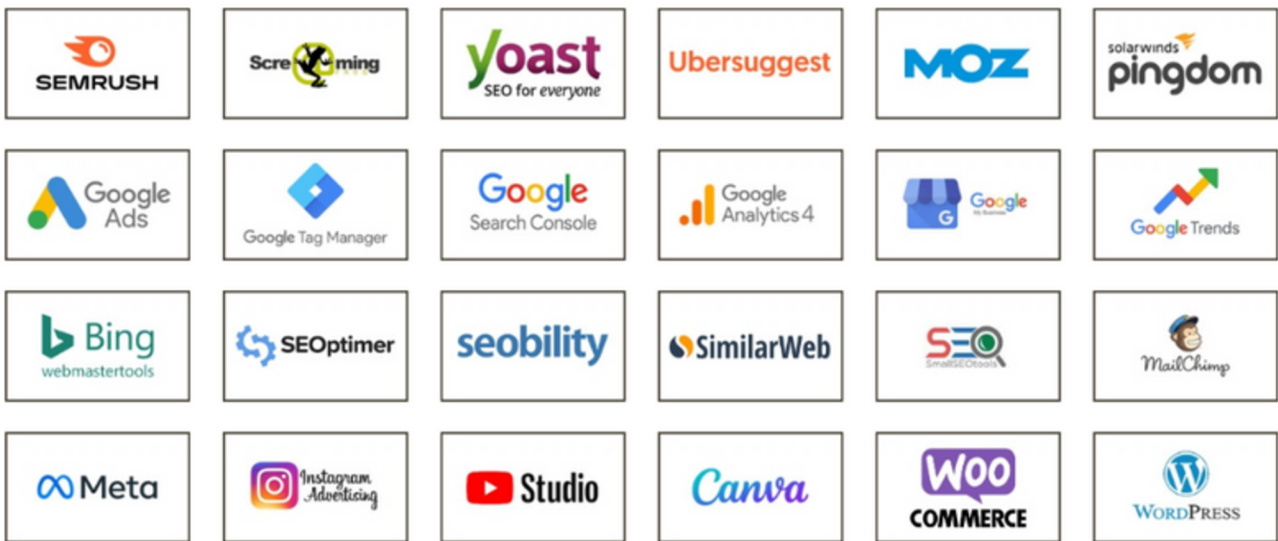
## 50+ TOOLS YOU WILL MASTER

At **23 Digital Marketing Academy**, we understand the importance of staying ahead of the curve. That's why our digital marketing courses in Navi Mumbai now include a comprehensive module on AI tools.

### 20+ Trending AI Tools



### 30+ Digital Marketing Tools



## 10+ Globally Recognized Certificates

Upon successful completion of our **AI-Powered Advanced Digital Marketing Course**, we help you to achieve 10+ Globally Recognized Certificates from **23Digital Marketing Academy, Google & HubSpot**. Transform your career with Digital Marketing Course and Get Certified!



**23DMA**  
Certificate



**Google Ads**  
6 Certificates



**Google Analytics**  
Certificate



**HubSpot**  
3 Certificates

**AI-POWERED ADVANCED CURRICULUM**



# **DIGITAL MARKETING MODULES**

## DIGITAL MARKETING COURSE CURRICULUM

### Module 1: Digital Marketing Overview

- What is Digital Marketing?
- Digital Marketing vs Traditional Marketing
- Digital Marketing Channels
- Digital Marketing Scope & Career

### Module 2: Search Engine Optimization (SEO)

- Search Engine Optimization (SEO) Overview
- Type of SEO
- SEO Techniques - White, Gray & Black Hat
- SEO Ranking Factors

### Module 3: Google SEO Algorithms

- What are Google SEO Algorithms?
- How does Search Engine work?
- How does Google's Algorithm work?
- Google SEO Algorithm Updates

### Module 4: Google Tag Manager

- What is Google Tag Manager?
- Benefits of Google Tag Manager
- How to Set Up Google Tag Manager?
- GTM Tags, Triggers & Variables
- Best GTM Extensions

## DIGITAL MARKETING COURSE CURRICULUM

### Module 5: Google Analytics 4

- What is Google Analytics (GA4)?
- How to Set up Google Analytics (GA4) Account?
- How to Install Google Analytics (GA4) on the Website?
- How to Use Google Analytics (GA4)?

### Module 6: Google Search Console

- What Is Google Search Console?
- How to Set Up Google Search Console Account?
- How to Add a Sitemap to Google Search Console?
- Google Search Console Reports and Features

### Module 7: Bing Webmaster

- What is Bing Webmaster?
- How to Setup Bing Webmaster Account?
- How to Add a Sitemap to Bing Webmaster?
- Bing Webmaster Reports and Features

### Module 8: Microsoft Clarity

- What is Microsoft Clarity?
- How to Setup Microsoft Clarity Account?
- How to Install Microsoft Clarity on the Website?
- Microsoft Clarity: main features
- Benefits of using Microsoft Clarity
- Integrating Microsoft Clarity and GA 4

## DIGITAL MARKETING COURSE CURRICULUM

### Module 9: Keyword Research

- What is Keyword Research?
- Why is Keyword Research Important for SEO?
- How to Find Keyword Ideas?
- Keyword Research Tools
- Keyword Difficulty
- How to Choose a Keyword?

### Module 10: SEO Website Audit

- What Is An SEO Audit?
- Why is SEO Audit Important?
- SEO Audit Checklist
- How To Do An SEO Audit?

### Module 11: SEO Competitor Analysis

- What is the goal of an SEO Competitor Analysis?
- SEO Competitive Analysis Benefits
- How to Perform an SEO Competitive Analysis?

## DIGITAL MARKETING COURSE CURRICULUM

### Module 12: On-page SEO

- What is On-Page SEO?
- Difference Between On-Page and Off-Page SEO?
- Page Title Optimization
- Meta Description Optimization
- H1 Tag Optimization
- URL Optimization
- Add Internal Links
- Use External Links
- Optimize Page Content

### Module 13: Image & Video SEO

- What is Image & Video SEO?
- Benefits of Image & Video Optimization
- How to Optimize Image?
- How to Optimize Video?

### Module 14: Off-page SEO

- What Is Off-Page SEO?
- Why Is Off-Page SEO Important?
- Off-Page SEO Techniques

## DIGITAL MARKETING COURSE CURRICULUM

### Module 15: Technical SEO

- What is Technical SEO?
- Why Is Technical SEO Important?
- URL Optimization
- Create an SEO-Friendly Site architecture
- Submit Your Sitemap to Google
- Understanding Crawling & Indexing
- Use the Noindex Tag
- Implement Canonical Tags
- Meta Robots Tags and Robots TXT
- Use HTTPS
- Find & Fix Duplicate Content Issues
- Improve website Page Speed
- Ensure Your Website Is Mobile-Friendly
- Use Breadcrumb Navigation
- Use Pagination
- Implement Structured Data
- Find & Fix Broken Pages
- Optimize for the Core Web Vitals
- Use Hreflang for Content in Multiple Languages

### Module 16: SEO Link Building

- What Is Link Building in SEO?
- What Affects a Backlink's Value?
- How to Build Links?
- Best Backlink Building Tactics
- How to Track Your Link Building Efforts?

## DIGITAL MARKETING COURSE CURRICULUM

### Module 17: SEO Friendly Content

- What is SEO Friendly Content?
- How to Write SEO Friendly Content?

### Module 18: Google Business Profile

- What is Google Business Profile?
- Benefits of Google Business Profile
- How to Setup a Google Business Profile?
- How to Claim an Existing, Unverified Listing?
- How to Optimize Google Business Profile?
- Google Business Profile FAQs

### Module 19: Bing Places for Business

- What is Bing Places for Business?
- How to Create a Microsoft Account?
- How to Setup a Bing Places Listing?
- How to Claim an Existing, Unverified Listing?
- Bing Places for Business vs. Google Business Profile

## DIGITAL MARKETING COURSE CURRICULUM

### Module 20: Local SEO

- What is Local SEO?
- Why is Local SEO Important?
- How Does Local SEO Work?
- Google's local Map Pack
- Local SEO Keyword Research
- Local SEO Ranking Factors
- NAP Citations
- Local Link Building

### Module 21: Ecommerce SEO

- What is Ecommerce SEO?
- Ecommerce Keyword Research
- Ecommerce Website Architecture
- On-Page SEO for Ecommerce Sites
- Technical SEO for Ecommerce
- Content Marketing for Ecommerce Sites
- Ecommerce Link Building

### Module 22: YouTube SEO

- What is YouTube SEO?
- How YouTube SEO Works?
- YouTube Keyword Research
- Publish a High-Retention Video
- YouTube Video Optimization
- Promote YouTube Video

## DIGITAL MARKETING COURSE CURRICULUM

### Module 23: Social Media Optimization (SMO)

- What is Social Media Optimization?
- Benefits of Social Media Optimization
- Strategies to Improve SMO
- How is SMO Different from SMM?

### Module 24: Facebook Optimization

- How to Create Facebook Account?
- How to Create Facebook Business Page?
- How to Create Facebook Group?
- How to Add Logo and Cover Pictures in Page & Group?
- Facebook Business Page Optimization

### Module 25: Instagram Optimization

- How to Create Instagram Account?
- Difference Between IG Person, Creator & Business Profile
- How to Add Profile Picture?
- Instagram Profile Optimization

### Module 26: LinkedIn Optimization

- How to Create LinkedIn Account?
- How to Create LinkedIn Company Page?
- How to Add Profile & Cover Pictures?
- LinkedIn Profile Optimization
- LinkedIn Company Page Optimization

## DIGITAL MARKETING COURSE CURRICULUM

### Module 27: X (Twitter) Optimization

- How to Create X (Twitter) Account?
- Adding Business Logo and Cover Pictures
- X (Twitter) Profile Optimization

### Module 28: Pinterest Optimization

- How to Create Pinterest Account?
- Adding Business Logo and Cover Pictures
- Pinterest Profile Optimization

### Module 29: Social Media Calendar

- What is Social Media Calendar?
- Benefits of Social Media Calendar
- How to Create Social Media Calendar?

### Module 30: Social Media Content Creation

- What is Social Media Content?
- Type of Social Media Content
- How to Create Social Media Content?

### Module 31: Social Media Automation

- What is Social Media Automation?
- How to Schedule & Publish Posts?
- Top Social Media Automation Tools

## DIGITAL MARKETING COURSE CURRICULUM

### Module 32: Social Media Marketing (SMM)

- What is Social Media Marketing (SMO)?
- Benefits of Social Media Marketing
- Social Media Channels Overview
- How to Create Social Media Strategy?

### Module 33: Facebook Marketing

- What is Facebook Marketing?
- How to Setup Facebook for Business?
- Types of Facebook Posts to Use for Marketing
- How to Create Facebook Marketing Strategy?
- When to Start Using Facebook Ads?

### Module 34: Instagram Marketing

- What is Instagram Marketing?
- Why Market on Instagram?
- How to Setup Instagram for Marketing?
- How to Create an Instagram Marketing Strategy?
- Most Popular Types of Instagram Content

## DIGITAL MARKETING COURSE CURRICULUM

### Module 35: Facebook Meta Business Suite

- What is Meta Business Suite?
- Meta Business Suite vs Facebook (Meta) Business Manager
- Benefits of Using Meta Business Suite
- Connect & Manage Facebook Page with Meta Business Suite
- Connect & Manage Instagram with Meta Business Suite
- How to Start Using Meta Business Suite?
- How to Manage Users as an Admin in Business Suite?

### Module 36: FB (Meta) Business Manager

- What is Facebook Business Manager?
- Benefits of Facebook Business Manager
- How to Create Facebook Business Manager Account?
- Facebook Business Manager vs Facebook Ad Manager
- Link Facebook Page with Facebook Business Manager
- Link Facebook Ad Account with Facebook Business Manager
- Add Users to Facebook Business Manager
- Boost Facebook Account Security

### Module 37: Facebook & Instagram Ads Setup

- Create a Facebook Ads Manager Account?
- Start a New Campaign
- Choose Campaign Objective
- Set a Budget and Schedule
- Select a Target Audience
- Create Facebook & Instagram Ad
- Monitor Analytics and Set Up Reporting
- Facebook & Instagram Ads Checklist

## DIGITAL MARKETING COURSE CURRICULUM

### Module 38: Facebook Retargeting Ads

- What is Facebook Retargeting?
- Forms of Facebook Retargeting
- What is the Facebook Retargeting Pixel?
- How to Install the Facebook Retargeting Pixel on the Website?
- How to Create a Custom Audience?
- How to Create Lookalike Audience?
- How to Set Up A Facebook Retargeting Ad Campaign?

### Module 39: Facebook Lead Ads

- Create a Facebook Lead Ad Campaign
- Build Your Target Audience
- Design Facebook Lead Ad
- Create Lead Form
- Publish Lead Ad Campaign
- Accessing Leads
- Monitor Cost Per Lead

### Module 40: WhatsApp Ads

- What are WhatsApp Ads?
- Why Try WhatsApp Ads?
- Requirements For Setting Up WhatsApp Ads?
- How To Set Up Click To WhatsApp Ads On Facebook Ads Manager?
- What are the Benefits Of WhatsApp Ads?
- Create an ad on the WhatsApp Business app without a Facebook account

## DIGITAL MARKETING COURSE CURRICULUM

### Module 41: Search Engine Marketing (SEM)

- What Is Search Engine Marketing?
- Types of Search Engine Marketing
- What is the difference between SEM vs. SEO vs. PPC?
- What is PPC (Pay Per Click) / Paid Search Marketing?
- Benefits of Paid Search Marketing

### Module 42: Google Ads Overview

- What is Google Ads?
- How Does Google Ads Work?
- Google Ads Terms to Know
- Factors That Influence Google Ads
- Setup Google Ads Account
- Google Ads Keyword Research
- Google Ads Keyword Match Types

### Module 43: Google Search Ads

- Google Search Ads Overview
- How to Set Up Google Search Ads Campaign?

### Module 44: Google Display Ads

- Google Display Ads Overview
- How to Set Up Google Display Ads Campaign?

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### Module 45: Google Performance Max Ads

- Google Performance Max Ads Overview
- How to Set Up Google Performance Max Ads Campaign?
- What is Assets and Signals

### Module 46: Google Shopping Ads

- Google Shopping Ads Overview
- Google Merchant Center Overview
- Google Product Feed
- How to Set Up Google Shopping Ads Campaign?

### Module 47: Google Remarketing Ads

- Google Remarketing Overview
- Install Google Remarketing Tag on Website
- Create Google Remarketing List
- How to Set Up Google Remarketing Ads Campaign?

### Module 48: Google Smart Ads

- Google Smart Ads Overview
- How to Set Up Google Smart Ads Campaign?

### Module 49: YouTube Ads

- YouTube Ads Overview
- How to Set Up YouTube Ads Campaign?

## DIGITAL MARKETING COURSE CURRICULUM

### Module 50: Google App Ads

- Google App Ads Overview
- How to Set Up Google App Ads Campaign?

### Module 51: Domain & Web Hosting

- What is Domain?
- Type of Domain Extensions
- Where to Buy a Domain (Domain Registrars)?
- How to Buy a Domain?
- What is Web Hosting?
- Type of Web Hosting?
- Web Hosting Providers?
- How to Buy a Web hosting?

### Module 52: WordPress Website Overview

- What is WordPress?
- WordPress.com vs WordPress.org
- WordPress vs Other Website Design Platforms
- WordPress Admin Dashboard Overview
- What is WordPress Theme?
- What is WordPress Plugin?
- Important WordPress Plugins Overview
- WordPress Security
- WordPress Backup

## DIGITAL MARKETING COURSE CURRICULUM

### Module 53: Ecommerce Website Overview

- What is Ecommerce Website?
- Types of Ecommerce Website's Platforms
- WooCommerce vs. Shopify
- WooCommerce Dashboard Overview
- What is Product & Product Category?

### Module 54: Influencer Marketing

- What is Influencer Marketing?
- What is an Influencer?
- Types of influencers - Reach & Range
- What Platforms are Most Popular for Influencer Marketing?
- How to Create an Influencer Marketing Strategy?

### Module 55: Affiliate Marketing

- What is Affiliate Marketing?
- How Affiliate Marketing Works?
- Types of Affiliate Marketing
- Pros and Cons of Affiliate Marketing
- How to Start Affiliate Marketing?

## DIGITAL MARKETING COURSE CURRICULUM

### Module 56: Email Marketing

- What is Email Marketing?
- Advantages & Disadvantages of Email Marketing?
- Email Marketing Types and Examples
- Email Marketing Tools
- How to Create and Build Email Marketing List?
- Email Marketing Templates
- How to Create & Launch Email Marketing Campaigns?
- Email Marketing Insights & Reporting

### Module 57: Trending AI Tools

- ChatGPT
- Gemini AI
- Bing AI
- Meta AI
- Midjourney
- Synthesia
- ElevenLabs
- Leonardo AI
- Runway AI
- HeyGen
- Veed AI
- Adobe Firefly

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### Module 58: ChatGPT & Prompt Engineering

- What is ChatGPT?
- How does ChatGPT work?
- Prompt Engineering Overview
- Examples of Prompts

### Module 59: Top Communication Tools

- Skype
- Slack
- Zoom Meeting
- Google Meet

### Module 60: Top Project Management Tools

- Trello
- Asana
- ClickUp

### Module 61: Resume Building

- How to Create Resume for a Digital Marketing Job?
- How to Apply for a Job with Resume?
- Top Job Searching Websites

### Module 62: Interview Preparation

- Interview Preparation
- Mock Test



**CONTACT US TODAY!**



**Our Office Address**

**Office No. 1005, 10th Floor,  
Juhi Niharika Mirage, Sector 10,  
Kharghar, Navi Mumbai - 410210**

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