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Digital Marketing Course Content (Full Syllabus)

Module 1: Introduction to Digital Marketing

What is Digital Marketing?

Traditional vs. Digital Marketing

Key Concepts: Funnel, Buyer Persona, Online Presence

Digital Marketing Channels Overview

Latest Trends & Career Opportunities

Module 2: Website Planning & Development

Basics of Website Structure

Domain & Hosting Fundamentals

Creating Websites with WordPress

Themes, Plugins & Customization

Website User Experience (UX) & UI Basics

Module 3: Search Engine Optimization (SEO)

On-Page SEO

Keyword Research & Tools

Meta Tags (Title, Description)

URL Structure Optimization

Header Tags, Keyword Density

Image Optimization & Alt Text

Internal Linking Strategies

A large, semi-transparent watermark of the IT CRACKER logo is positioned diagonally across the center of the page. It features the same stylized figure and text as the main logo at the top.

Technical SEO

Website Speed Optimization

Mobile Optimization

XML Sitemap, Robots.txt

SSL, Crawlability, Indexing

Off-Page SEO

Backlink Building Strategies

Guest Posting

Social Bookmarking

Directory Submission

Local SEO

Google Business Profile

Local Citations

NAP Consistency

Module 4: Search Engine Marketing (Google Ads)

Introduction to Google Ads

Types of Ads: Search, Display, Video, App, Shopping

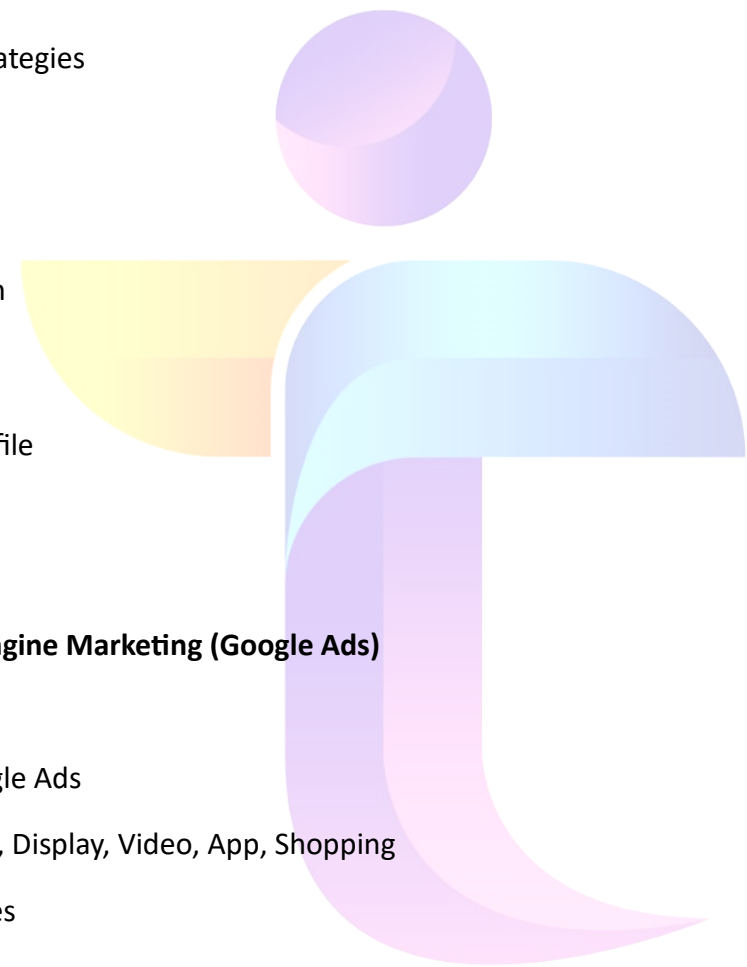
Keyword Match Types

Bid Strategies & Budgeting

Ad Extensions

Conversion Tracking

Campaign Optimization Techniques



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Module 5: Social Media Marketing (SMM)

Platforms

Facebook

Instagram

YouTube

Twitter

LinkedIn

Snapchat

Topics

Optimization of Profiles

Content Planning & Calendars

Social Media Campaign Strategy

Influencer Marketing

Hashtag & Trend Research

Story & Reel Marketing

Module 6: Facebook & Instagram Ads (Meta Ads)

Ads Manager Setup

Pixel Installation

Custom & Lookalike Audiences

Campaign Objectives Selection

A/B Testing

Retargeting Strategies

Ad Copywriting & Creatives

Module 7: Content Marketing

Importance of Content

Content Writing Essentials

Blog Writing Structure

Topic & Keyword Research

Storytelling & Hooks

Content Strategy & Planning

Understanding User Intent



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Module 8: Email Marketing

Building Email Lists

Designing Emails (Templates)

Email Tools: Mailchimp, SendinBlue

Module 9: YouTube Marketing

Channel Setup & Optimization

YouTube SEO

Script Writing & Storyboarding

Thumbnail & Title Strategy

Monetization Rules

Analytics & Growth

Module 10: Affiliate Marketing

What is Affiliate Marketing?

Best Affiliate Networks

Niche Selection

Website vs. Social Media Affiliate

Tracking & Commissions

Strategies for Affiliate Sales

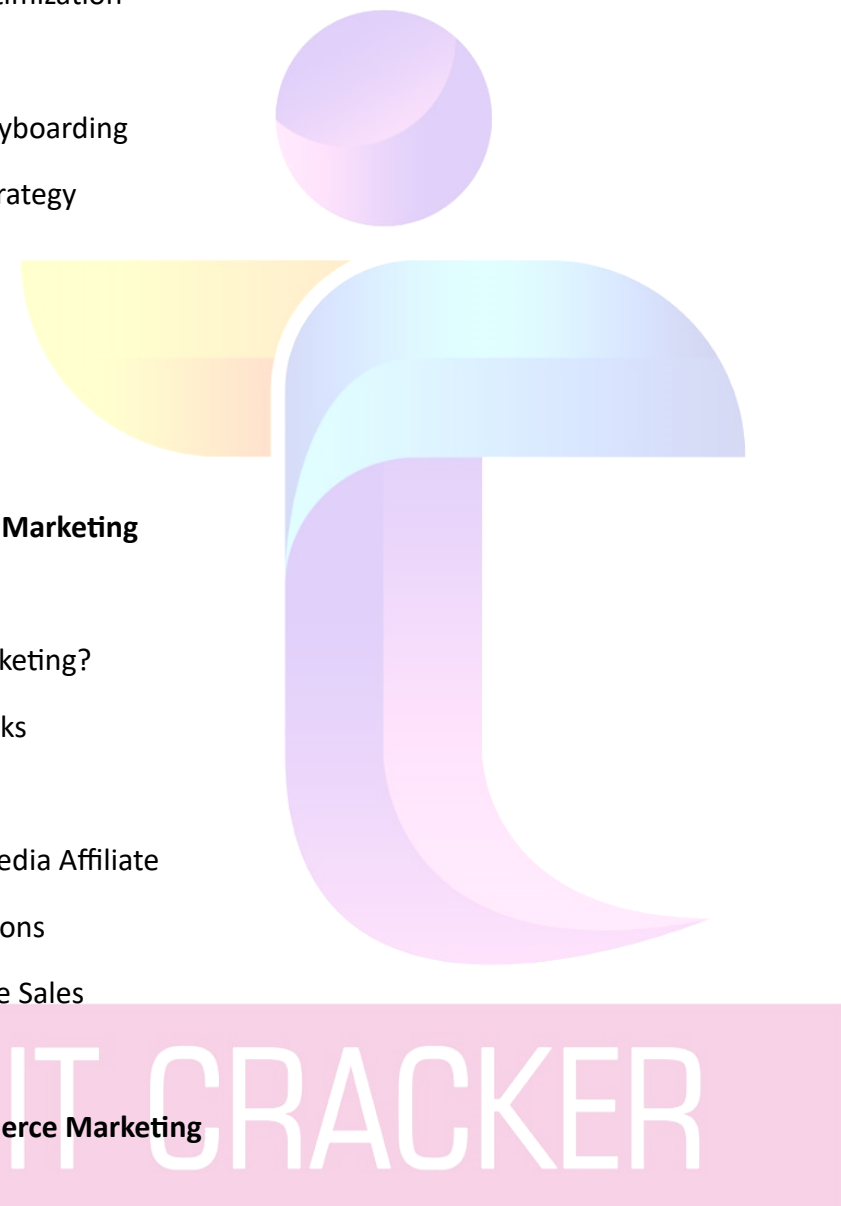
Module 11: E-Commerce Marketing

Understanding E-Commerce Platforms

Amazon/Flipkart Seller Basics

Shopify Store Setup

Product Listing Optimization



E-Commerce SEO & Ads

Module 12: Google Analytics & Data Analysis

Google Analytics 4 (GA4) Interface

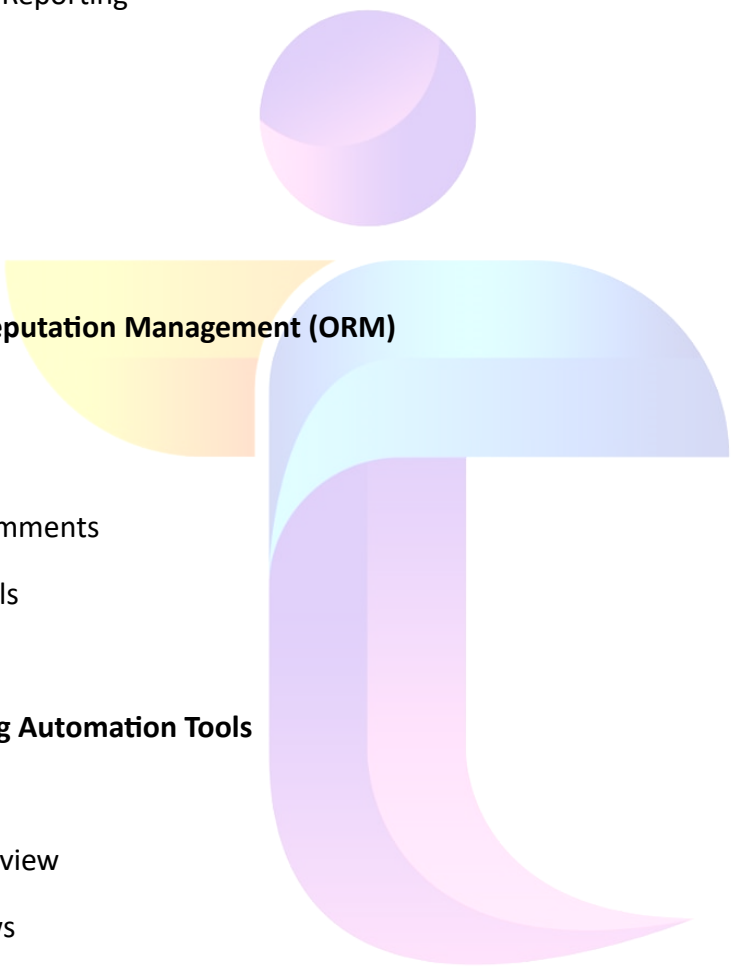
Tracking User Behavior

Event Tracking

Audience Overview

Data Interpretation & Reporting

UTM Parameters



Module 13: Online Reputation Management (ORM)

Managing Reviews

Handling Negative Comments

Brand Monitoring Tools

Crisis Management

Module 14: Marketing Automation Tools

CRM Basics

HubSpot & Zoho Overview

Automation Workflows

Module 15: Copywriting & Ad Creatives

Copywriting Fundamentals

AIDA & PAS Frameworks

Writing for Ads, Blogs & Landing Pages

Creative Design Basics (Canva)

Module 16: Freelancing & Digital Marketing Career

Profile Creation (Upwork, Fiverr, Freelancer)

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Pricing Strategy

Portfolio Building

How to Get Clients

Extras (Optional Add-ons)

WhatsApp Marketing

AI Tools for Marketing (ChatGPT, Canva AI)

Viral Marketing Tactics

Case Studies of Big Brands

LIVE PROJECTS

CERTIFICATE (INTERNSHIP & COMPLETION)

PLACEMENT ASSISTANCE LIFE TIME

INCL. PD CLASSES



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