



4 MONTHS DIGITAL MARKETING MASTER PROGRAM

With AI, Website, Ads, SEO & UI/UX



Practical + Live Projects + Assignments

What You will Learn!

01

Web design & Development



02

E-commerce web Development



03

Social Media Management & Marketing



04

Search Engine Marketing - SEM



05

SEO - Search Engine Optimization



06

UI / UX & Graphic Designing





Outcome After 4 Months



Build Websites



Run Meta & Google Ads



Rank Websites using SEO



Design Creatives



Create UI/UX Designs



Work as Freelancer



Join Agency as Executive



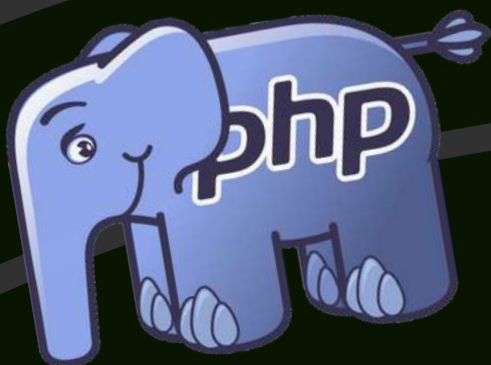
Start Own Digital Agency





MONTH 1

**FOUNDATION &
COMPLETE WEBSITE
DEVELOPMENT**





MONTH 1

FOUNDATION & WEBSITE DEVELOPMENT

WEEK 1 – Digital Marketing Foundation

- Introduction to Digital Marketing
- Traditional vs Digital Marketing
- Marketing Funnel & Buyer Journey
- Business Models (Local, E-commerce, Personal Brand)
- Career Opportunities in Digital Marketing
- Freelancer vs Agency Model
- Niche Selection & Positioning

Assignment: Define your niche + target audience.

WEEK 2 – Domain, Hosting & WordPress Setup

- Domain Selection & Purchase
- Hosting Purchase
- cPanel Overview
- WordPress Installation
- Themes & Plugins
- Elementor (Free vs Pro)
- Website Structure Planning

Practical: Install WordPress and build a basic website layout.





MONTH 1

FOUNDATION & WEBSITE DEVELOPMENT

WEEK 3 – Website Building & Optimization

- Creating Core Pages (Home, About, Services, Contact)
- Landing Page Creation with Elementor
- Contact Forms Integration
- Website Speed Optimization
- Security & Backup Setup
- Creating Website Using AI
- Introduction to Basic HTML & CSS

 Practical: Build a complete portfolio/business website.

WEEK 4 – E-Commerce Website Development

WooCommerce

- WooCommerce Setup
- Product Listing
- Shipping & Tax Settings
- Payment Gateway Integration
- Custom Checkout Fields
- Custom Checkout Page using CartFlows



Shopify

- WooCommerce vs Shopify
- Shopify Dashboard
- Creating Store Pages
- Basic Store Setup



 Assignment: Create a fully functional Business or E-commerce Website.



MONTH 2

**SOCIAL MEDIA &
PERFORMANCE
MARKETING**





MONTH 2

SOCIAL MEDIA & PERFORMANCE MARKETING

WEEK 5 – Social Media Management

- Basics of Social Media Marketing
- Creating & Optimizing:
- Facebook Page
- Instagram
- LinkedIn
- YouTube
- Bio Optimization with Keywords
- Canva Poster Creation
- Content Planning
- Content Calendar Creation
- Automation Tools

 Assignment: Create 10-day content strategy.

WEEK 6 – Meta Ads (Facebook & Instagram)

- Boosting vs Manual Campaign
- Business Manager Setup
- Ads Manager Setup
- Connecting Instagram & WhatsApp
- Campaign Objectives
- Audience Targeting

 Practical: Create a Lead Generation Campaign.



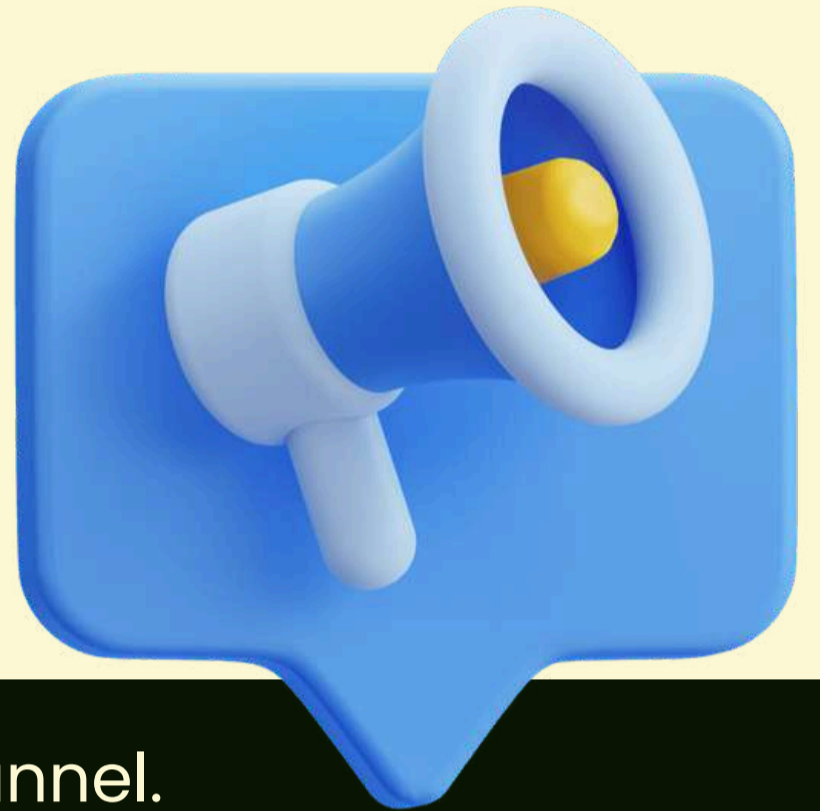


MONTH 2

SOCIAL MEDIA & PERFORMANCE MARKETING

WEEK 7 – Advanced Meta Ads & Retargeting

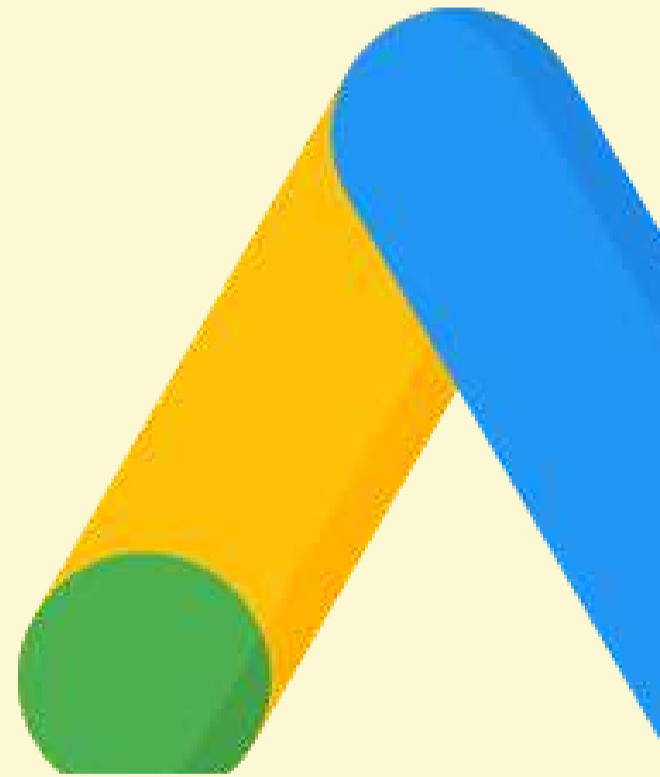
- Lead Campaign
- Call Campaign
- WhatsApp Campaign
- Website Visit Campaign
- Meta Pixel Setup
- Retargeting Strategy
- CRM Integration
- Competitor Ad Analysis
- Report Analysis
- Andromeda Update



 Practical: Build a retargeting funnel.

WEEK 8 – Google Ads (Search Engine Marketing)

- Types of Google Ads
- Google Ads Account Setup
- Landing Page Strategy
- Keyword Research
- Match Types (Broad, Phrase, Exact)
- Negative Keywords
- Conversion Tracking (GTM + Ads)
- Search Terms Optimization
- Campaign Audit & Improvements



 Practical: Create a Search Ad Campaign.





MONTH 3

**SEO MASTER
TRAINING**





MONTH 3

SEO MASTER TRAINING

WEEK 9 – SEO Fundamentals

- SEO vs SEM
- How Search Engines Work
- Popular Search Engines
- Keyword Research (Primary & Secondary)
- Competitor Analysis
- SEO Audit Template
- GA, GSC, GTM Setup

 Assignment: Perform Website Audit.

WEEK 10 – On-Page SEO

- Website Structure for SEO
- SEO Plugins
- Meta Title & Description
- AI Content Writing
- Keyword Optimization
- Image SEO
- Internal & External Linking
- Schema Markup
- Blog Page Creation

 Practical: Optimize 3 Website Pages.





MONTH 3

SEO MASTER TRAINING

WEEK 11 – Off-Page SEO

- Link Building
- Google My Business SEO
- Local SEO Strategy
- Outreach Strategy
- Profile Creation
- Competitor Backlink Analysis

 Assignment: Create Off-page SEO Plan.

WEEK 12 – Technical SEO

- Sitemap
- Robots.txt
- Canonical Tags
- Speed Optimization
- Mobile Optimization
- Image Compression
- Basic Security

 Practical: Complete Technical SEO Checklist.





MONTH 4

**UI/UX, DESIGN, AI &
CAREER SPECIALIZATION**





MONTH 4

UI/UX, DESIGN, AI & CAREER SPECIALIZATION

WEEK 13 – Graphic Design for Marketers

- Principles of Design
- Canva Advanced
- Photoshop Basics
- Poster Design
- Illustrator Basics
- Logo Creation

🎯 Practical: Create 5 Ad Creatives + 1 Logo.

WEEK 14 – UI/UX Design with Figma

- Basics of UI/UX
- Career Scope & Salary Insights
- Figma Basics
- Figma Plugins
- Landing Page Design
- Mobile App Interface Design
- Prototyping
- Sharing Designs

🎯 Practical: Design Website + App Interface.





MONTH 4

UI/UX, DESIGN, AI & CAREER SPECIALIZATION

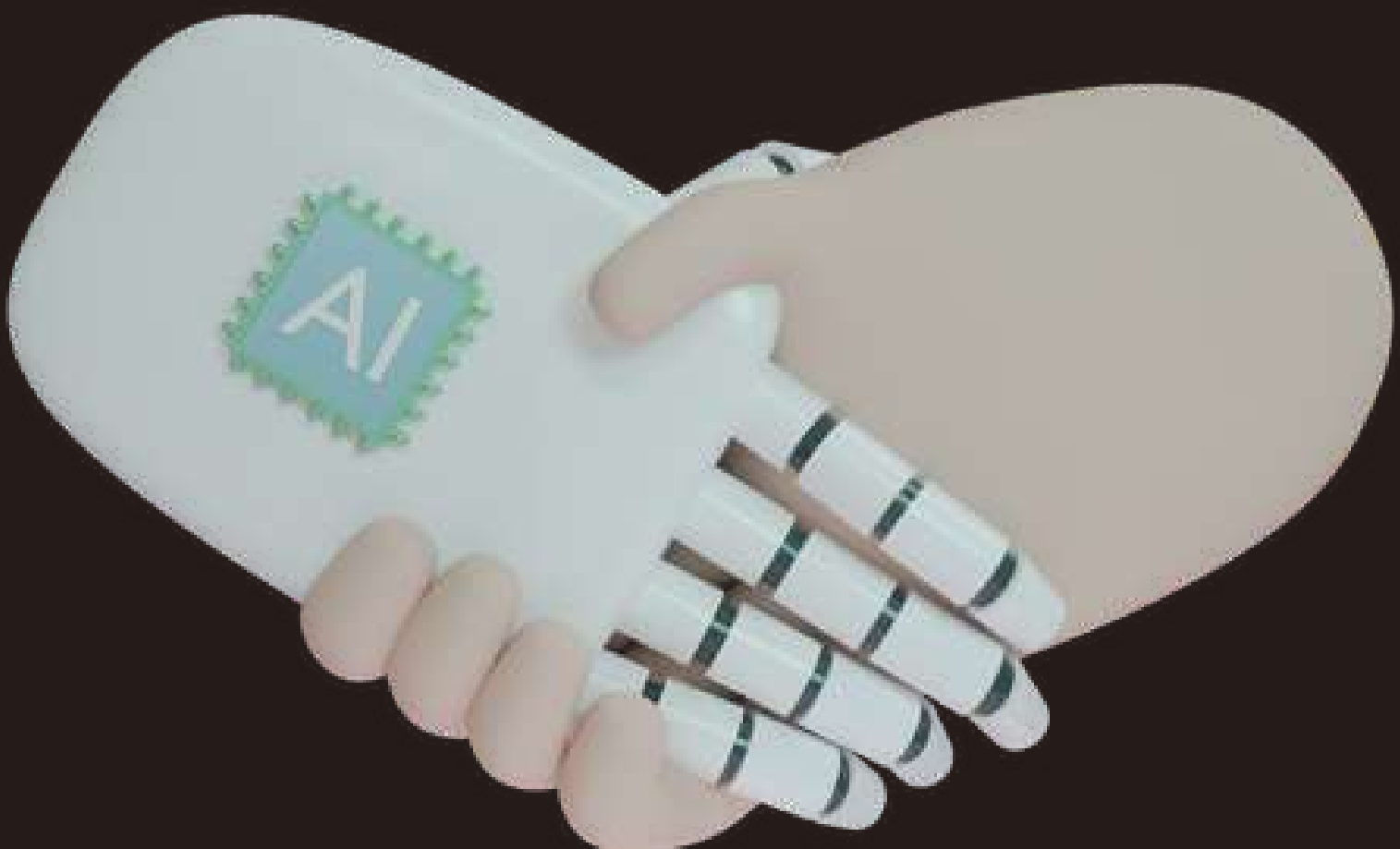
WEEK 15 – AI & Marketing Automation

- AI for Content Creation
- AI for SEO
- AI for Ads Copy
- AI Website Creation
- CRM Automation
- Funnel Strategy
- Lead Automation Systems

 Assignment: Build Automated Lead Flow Plan.

WEEK 16 – Freelancing, Agency & Final Project

- How to Get Clients
- Proposal Creation
- Pricing Strategy
- Client Communication
- Reporting & Analytics
- Portfolio Creation
- Interview Preparation



FINAL PROJECT PRESENTATION

01



Website &
Ecommerce

02



Ads Plan & Reports

03



SEO Strategy

04



Creative Designs &
Website Design UI

About Trainer

The program is led by an industry-experienced digital marketing professional with hands-on expertise in website development, performance marketing, SEO, UI/UX, and brand strategy. With practical experience working on real client projects, ad campaigns, and business growth strategies, the trainer focuses on real-world implementation rather than just theory. Students are guided through live projects, case studies, and practical assignments to ensure they become job-ready and freelance-ready by the end of the program.



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Total Course Fee

~~25,000 INR~~

First Batch Offer

4,999 INR

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