

সম্ভাবনা
আইসিটি সেন্টার

সার্টিফিকেট কোর্স
ডিজিটাল মার্কেটিং
ও ফ্রিলান্সিং

প্রশিক্ষক
সোলায়মান হোসেন রবিন
টিম লিড, ডিজাইন এবং ডিজিটাল মার্কেটিং
এপেক্স হোস্টাল গ্রুপ, ১০+ বছরের অভিজ্ঞতা

কোর্সের মেয়াদকাল: ৬মাস
ফি : ২০০০০ টাকা

SOMBHABONA
ICT CENTER

Digital Marketing Course Module

☰ Tags
📅 Date

Search Engine Optimization (SEO) & Affiliate Marketing

01. Introducing to SEO

- What is Search Engine Optimization (SEO)?
- Basic Search operators.
- Why does my website need SEO?
- A career with SEO.

Home Task: Setting up Google Search Console

02. Keyword Research (Company + E-commerce)

- What is Keyword Research?
- Why is keyword research important?
- keyword Research for **e-commerce** website
- keyword Research for **company** website
- How to pick keywords from the website?
- Keyword selection, Keyword finalization
- Students' assignment evaluation.

Home Task: Research keywords for an E-commerce & a Company Website.

03. Website Audit

- Website Manual Audit
- Website Technical Audit using Tool
- Website Manual Audit
- Website Technical Audit using Tool

Home Task: Audit a website and submit a report.

04. SEO Guideline

- SEO Setup Guideline Prepare based on Audit

Home Task:

05. Create WordPress Website - Local Host

- Install a local server software such as XAMPP
- Install WordPress on the local server
- Create a new website.

Home Task: Make a WordPress website using a local host

06. Create WordPress Website - Online Server

- Purchase Domain Hosting
- Install WordPress
- create a new website.

Home Task: Upload Your WordPress website in Realtime Domain.

07. Amazon Affiliate + Niche Finalize

- What is Amazon Affiliate Marketing?
- What is a niche?
- Keyword Research for Affiliate Marketing
- How to find a profitable Niche

Home Task: Find 10 niches for Affiliate Marketing

08. Amazon Affiliate (Keyword Research)

- Keyword Research for Affiliate Marketing

Home Task: Research some keywords and make a report.

09. Competitor Analysis

- Competitor Strength & weakness Analysis

Home Task:

10. Content Writing (Blog, Company website)

- Different types of affiliate content
- Content research & Ideas.
- Content sketch & planning.
- Grammar Tools.
- Assignment Provide

Home Task:

11. Freelancing Guide (Fiverr)

- Fiverr marketplace terms & conditions.
- How to create a Fiverr account?
- How to create Fiverr Gig?

Home Task:

12. Freelancing Guide (Fiverr)

- How to promote Fiverr Gig?

Home Task:

13. Niche Site Optimization (Live Site)

- Domain, Hosting & SSL ideas.
- WordPress installation.
- Dashboard introduction.
- General settings.

Home Task:

14. Niche Site Optimization (Live Site)

- Affiliate-friendly Theme selection & installation.
- .htaccess file & Functions.php Editing.
- Loading speed optimization.
- Many more

Home Task:

15. On-Page Optimization (Live Site)

- Url setup.
- Keyword Placement.
- Keyword density.
- Content (Text / Image / Video) optimization.
- Readability

Home Task:

16. On-Page Optimization (Live Site)

Site navigation.

- Header & Footer Setting.
- Plug-in configuration.
- Many more

Home Task:

17. Off-Page SEO

- Introduction to different types of link building.
- Blog commenting
- Profile Backlink
- Question answer backlink

- Forum Posting

Home Task:

18. Off-Page SEO

- Guest blogging backlink
- Blogger outreach
- Assignment Provide

Home Task:

19. Off-Page SEO

- Practical test in Lab

Home Task:

20. Off-Page SEO

- Directory Submission.
- Backlink Evaluation & Identifying bad or toxic backlinks.
- Tire link building.

Home Task:

21. Off-Page SEO

- Classified Ad Posting.
- Pdf sharing backlink.

Home Task:

22. Website Health Check (Google Search Console)

- Submitting Website to Webmaster
- Internal links & links to your site.
- Disavow Tool usage.

Home Task:

23. Website Analyzing (Google Analytics)

- Importance of Google Analytics
- Organic Search (SEO)
- Paid Search (PPC)
- Referrals (Backlinks)
- Direct Traffic
- Familiar with other different components

Home Task:

24. Google My Business Page Optimization - Importance of GMB

- Claim/Create a GMB Listing

- Optimizing existing page/Adding Business Info
- Verify Your GMB Listing

Home Task:

25. Google Algorithm Updates & Changes

- Panda Update.
- Penguin Update.
- Medic Core Update & many more...

Home Task:

26. AMAZON Account Creation & Linking

- How to create Amazon associate account?
- Amazon affiliate rules
- Why affiliate account gets banned?
- Amazon Product linking

Home Task:

27. Open Discussion on SEO & Affiliate

- Step by Step Site Planning
- Discussion about previous problems

Home Task:

28. Exam

- SEO & Affiliate Marketing Exam

Home Task:

Social Media Marketing

29. Introduction to Facebook Marketing

- Why your business needs Facebook Marketing?
- Facebook rules & policy.
- Facebook Ad Funnel.
- Select a Niche focus on your Business

Home Task:

30. Facebook Pages & Post Setup and Audience Research

- Optimize Facebook page & post.
- Facebook detail targeting
- How to Exclude and Narrow your Audience
- Competitor Analysis

Home Task:

31. Facebook Ads and Paid Campaign

- What is AD SET & ADS
- Bidding, Budgets & Schedules
- Facebook Payment Setup
- Fan page boosting & paid campaign.

Home Task:

32. Facebook Ads Live Campaign

- FIRST Facebook Ad Campaign
- How to AD SET & ADS

Home Tasks:

33. Setting Up Business page & Business Account

- Creating Facebook Business Manager Account.
- Facebook Ad Manager A to Z.
- Facebook Payment Getaway.
- Video Ad paid campaign.

34. Facebook Ads Quality & Pixel Setup

- What is the Facebook Pixel

- How to Install the Facebook Pixel
- Types of Facebook Pixel Events
- How to Create Custom Audience
- How to Create your best Lookalike Audience
- Re-targeting Audience

Home Task:

35. Messenger Chatbot

- How Chatbot works
- Many-chat A to Z

Home Task:

36. Freelancing Guide - Marketplace

- Upwork.com Profile Completion
- Analyzing student profile

Home Task:

37. Instagram Marketing

- How to Use and Promote

Home Task:

38. Introduction to YouTube Marketing

- YouTube Community Guideline
- Niche (Keyword) Selection & Keyword Research
- Channel Optimization

39. Channel Creation & Optimization

- Familiar with VidIQ Extension
- YouTube Video SEO
- YouTube Video Promotion through Google AdWords

Home Task:

40. Channel Creation & Optimization

- Practical test in Lab

Home Task:

41. Introduction to LinkedIn

- Why to learn LinkedIn?
- Definition of LinkedIn Marketing.
- Professional LinkedIn account setup and management.

Home Task:

42. LinkedIn Marketing

- Company page Creation & Optimization
- Group Creation
- Showcase page creation
- Regular Posting
- Building relationships with prospects
- LinkedIn Ad Campaign Setup

43. Practical Freelancing

44. Practical Freelancing

45. Practical Freelancing

46. Practical Freelancing

47. Practical Freelancing

48. Ending Ceremony and Certificate Giving