

DIGITAL MARKETING WITH FREELANCING

COURSE OUTLINE

Class	TOPIC	DETAILS	HOURS
1 st	DIGITAL MARKETING OVERVIEW	Traditional Vs. Digital Marketing	3
		Digital Visibility	
		Digital Marketing Importance	
		Digital Marketing & Freelancing Career	
2 nd	UNDERSTANDING FREELANCING & OUTSOURCING	What is Freelancing & Outsourcing ?	3
		Secrets to Success Freelancing & Outsourcing	
		Completed Career Guideline to Earn from Marketplace. Fiverr, Upwork, Freelancer, People Per Hour, Local & International Marketplace	
		Examples of Good Marketplace Success History	
CONTENT MARKETING			
3 rd	CM 1	Why content marketing ?	3
		Types of Content	
		Content Marketing Strategy	
		Examples of great content	
		Content Planning	
		Article And Blog	
4 th	CM 3	Content Design	3
		Content Management System	
		Content Creation	
		Targeting Group	
		Content Analysis	
		Content Optimization	

GOOGLE ANALYTICS			
5 th	INSIGHTS & TRACKING	How Analytics Work ?	3
		How to submit website ?	
		Define Metrics	
		Define Dimensions	
		How to set goals	
		Report customization	
		Marketing Funnel	
SEARCH ENGINE OPTIMIZATION			
6 th	OVERVIEW	SEO Definition	3
		Technical terms [Functionality]	
		Search operators	
		Website promotion with SEO	
		Career with SEO	
		Google updates	
		How Google works ?	
7 th	GOOGLE ALGORITHM & KEYWORD RESEARCH	Why keyword Research ?	3
		Keyword research ideas	
		Types of keyword	
		Google trends and tools	
		What is SERP ?	
		Google Ranking Factors	
		Crawling and Indexing	
8 th	KEYWORD RESEARCH 2	Estimated Earning Calculation	3
		Niche keywords selection	
		Keyword Effectiveness	
		Affiliate keyword research	
		Final Keyword selection	

9 th	COMPETITOR ANALYSIS	Competitor analysis ideas	3
		Identifying & building process	
		Using competitor analysis tools	
		Competitors' backlink analysis	
		Ranking analysis	
		Analyzing strength and weakness	
		Report formation	
		Website Audit	
10 th	ON PAGE OPTIMIZATION	Domain hosting ideas	3
		Word Press installation	
		Dashboard introduction	
		General settings	
		Theme installation	
		Plug-in configuration	
		Fixing accidental duplicate content issues	
		Robots.txt set up	
		Site-map creation and configuration	
		.htaccess file & functions.php editing	
11 th	ON PAGE OPTIMIZATION 2	Heading title, description, tag optimization	3
		Url setup	
		Category setup	
		Keyword placement	
		Keyword density	
		Alt Tags	
		Internal Linking	
12 th	OFF PAGE OPTIMIZATION	Types of Link building	3
		No follow/ Do follow	
		Anchor text diversity	
		Blog commenting	
		Profile backlink	
		Forum posting	

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13 th	OFF PAGE OPTIMIZATION	Social bookmarking	3
		Directory submission	
		Classified submission	
		Edu/ Gov. Link	
		Audio/pdf sharing backlink	
		Broken Link building	
		Profile backlink	
		Question answer backlink	
		Guest blogging backlink	
SOCIAL MEDIA MARKETING			
14 th	FACEBOOK MARKETING	Facebook page promotion	3
		TG settings	
		Campaign Planning	
		Campaign Budgeting	
		Insights analysis and comparing	
		Instagram Campaign	
		Facebook Blueprint	
		Facebook Ads Campaign	
15 th	YOUTUBE MARKETING & OTHER SOCIAL MEDIA	Types of Ads	3
		Bumper Ad Set up	
		Stream Ads Set up	
		Subscriber and views	
		YouTube Monetization	
		Tips and Techniques	
		LinkedIn Marketing	
		Promotional Campaigns	
		Interest based Analysis	
		Demographics Analysis	

SEARCH ENGINE MARKETING			
16th	GOOGLE ADWORDS	Google AdWords overview	3
		Create Search campaign	
		Campaign optimization	
		Display campaign	
		Remarketing	
		PPC	
		Local SEO	
17th	MOBILE MARKETING	Understanding Mobile Devices	3
		Mobile Marketing components	
		Mobile App Marketing	
		Advertising on mobile	
		SMS Marketing	
		Mobile marketing mix	
EMAIL MARKETING			
18th	EMAIL & LEAD GENERATION	Email Writing	3
		Business Email	
		Spamming of Emails	
		Email Campaign	
		Bulk Emailing	
		Define Lead	
		Collection Tools	
		Paid Lead	
		Landing page optimization	
OTHER MARKETING			
19th	E-COMMERCE	What is ecommerce ?	3
		World's top ecommerce websites	
		E-commerce sites in Bangladesh	
		SEO for e-commerce websites	
		Affiliate marketing for e-commerce	

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20 th	AFFILIATE MARKETING & EARNING ONLINE	Affiliate marketing definition	3
		How it works ?	
		Affiliate Networks	
		Earning ways online [Tutorials]	
		Online Market Places	
21 th	EXPERTISE & PROJECT SUBMISSION	How to create Gigs ?	3
		How to promote Gigs ?	
		Tips and Techniques	
		Online Certification	
		Self-Promotion & Branding	
		Feedback	
		Business Idea	
		Digital Marketing concept	
		Step by step Implementation	
Product/Service Promotion			