ACE WEB ACADEMY

Get Trained For Your Dream Job

Digital Marketing					
Module 1 [Introduction]					
Name :		Email ID:		Joining Date:	
S.NO	Topics	Classes	Date	Student Sign	Faculty Sign
	Introduction:	Class 1 (1 : 00 Hrs)			
01	What is digital marketing?				
02	Why to learn digital marketing?	Class 2 (1 : 00 Hrs)			
03	Scope of digital marketing				
04	traditional marketing vs digital marketing				
	Overview of AWA Digital Marketing Course:	Class 3 (1 : 00 Hrs)			
05	Introduction of Digital Marketing Segments				
06	Different tools and factors				
	Starting with website development				
07	WordPress Introduction	Class 4 (1 : 00 Hrs)			
08	Local Server Installation				
09	WordPress Installation				
10	Theme Integration				
11	Menu Editing				
12	Content Editor	Class 5 (1 : 00 Hrs)			
13	Plug-in Installation				
14	Image & Video Integration				
15	Map integrations				
	task: create your first wordpress website				
Test Date :				**Marks Scored:**	

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Module 2 [SEO- On Page]					
Name :	Email ID:		Joining Date:		
S.NO	Topics	Classes	Date	Student Sign	Faculty Sign
	SEO Introduction	Class 6 (1 : 00 Hrs)			
01	What is SEO?				
02	Google Bots				
03	Google Algorithms				
	Types of SEO				
04	On-Page SEO	Class 7 (1 : 00 Hrs)			
05	Off-Page SEO				
06	Local SEO				
	SEO Keyword Research				
07	What is Keyword research?				
08	Tools to perform keyword research	Class 8 (1 : 00 Hrs)			
	Types of Keywords				
09	-Market Segment Keywords - Customer-Defining Keywords - Product Keywords - Branded Keywords - Geo-Targeted Keywords - Types of Keywords by Length - Short-tail keywords (also known as head, broad, or generic keywords) - Mid-tail keywords				
	Website on-page optimization	Class 9 (1 : 00 Hrs)			
10	Optimize Meta Title				
11	Optimize Meta Description				
12	URL's				

13	H1 to H6 (Header tags)	Class 10 (1 : 00 Hrs)			
14	Breadcrumbs				
15	Content				
16	page speed				
17	Duplicate Content				
18	Canonical Tag				
19	Image Optimization				
20	ALT tag Optimization				
21	Core Web Vitals				
22	Mobile Friendliness	Class 11 (1 : 00 Hrs)			
23	Content Audit				
24	Search Intent				
25	Keyword Density				
26	Blog Post				
27	**Preparing reports**	Class 12 (1 : 00 Hrs)			
28	Keyword Analysis Report				
29	SEO - Website Audit Report				
30	Competitor Analysis Report				
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Module 2 [SEO- On Page]

Name : Email ID: Joining Date:

S.NO	Topics	Classes	Date	Student Sign	Faculty Sign
31	Internal Links	Class 13 (1 : 00 Hrs)			
32	External Links				
33	Anchor text Optimization				
34	Content Updates				
35	Robots.txt				
36	HTML sitemap				
37	XML Sitemap				
38	Domain Trust	Class 14 (1 : 00 Hrs)			
39	Mobile Optimized Site				
40	Server Location				
41	Google Analytics				
42	Google search console				
43	W3C validation / Optimization	Class 15 (1 : 00 Hrs)			
44	404 error page				
45	301 & 302 Redirections				
46	Google Maps				
47	What and how Google Algorithms Works				

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Module 2 [SEO- Off Page]

Name : Email ID: Joining Date:

S.NO	Topics	Classes	Date	Student Sign	Faculty Sign
1	SEO Off Page Introduction	Class 16 (1 : 00 Hrs)			
2	Off Page SEO importance and Concepts				
3	Google My Business				
4	Guest Posting				
5	Classifieds				
6	Press Release	Class 17 (1 : 00 Hrs)			
7	Blog Commenting				
8	Web 2.0				
9	Social Bookmarking Submission				
10	Business Directories				
11	Directories	Class 18 (1 : 00 Hrs)			
12	.Edu & .Gov				
13	Forums				
14	Quora				
15	PPT or PDF Sharing				
16	Article Submission	Class 19 (1 : 00 Hrs)			
	Influencer Outreach				
	Brand Mentions				
17	Understanding right audience & competitor				

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Module 3 [SMO]					
Name :	Email ID:		Joining Date:		
S.NO	Topics	Classes	Date	Student Sign	Faculty Sign
1	Introduction to SMO	Class 19 (1 : 00 Hrs)			
2	Facebook				
3	FB - Business Page Optimization				
4	FB - Fan Page optimization	Class 20 (1 : 00 Hrs)			
5	FB Insights				
6	Twitter				
7	Twitter - Business profile Optimization	1 : 00 Hrss)			
8	Twitter - Fan profile optimization				
9	Twitter Analytics				
10	Linked IN	Class 22 (1 : 00 Hrs)			
11	Linked IN - Business Page Optimization				
12	Linked IN Analytics				
13	Linkedin in SSI				
Test Date :			**Marks Scored:**		

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Module 4[SEM]					
Name :		Email ID:		Joining Date:	
S.NO	Topics	Classes	Date	Student Sign	Faculty Sign
01	Introduction to SEM	Class 23 (1 : 00 Hrs)			
02	Bid Strategy				
03	Adwords Formulas	Class 24 (1 : 00 Hrs)			
04	Buy-sell Ads				
05	Types of Ads	Class 25 (1 : 00 Hrs)			
06	Search Campaign				
07	Search Campaign Practical Session	Class 26 (1 : 00 Hrs)			
08	Display Campaign				
09	Display Campaign Practical Session	Class 27 (1 : 00 Hrs)			
10	Video Campaign				
11	Video Campaign Practical Session	Class 28 (1 : 00 Hrs)			
12	Shopping Campaign				
13	Shopping Campaign Practical Session	Class 29 (1 : 00 Hrs)			
14	Universal App Campaign				
15	Universal App Campaign Practical Session	Class 30 (1 : 00 Hrs)			
16.	Conversion Tracking Code				
17	Remarketing Tracking Code				
Test Date :				**Marks Scored:**	

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Module 5 [SMM]					
Name :		Email ID:		Joining Date:	
S.NO	Topics	Classes	Date	Student Sign	Faculty Sign
01	Facebook & Instagram Ads manager	Class 31 (1 : 00 Hrs)			
02	Types of FB ads				
03	Awareness				
04	Consideration	Class 32 (1 : 00 Hrs)			
05	Conversion				
06	Types of Campaigns				
07	Brand awareness	Class 33 (1 : 00 Hrs)			
08	Reach				
09	Traffic				
10	Engagement	Class 34 (1 : 00 Hrs)			
11	App installs				
12	Video views				
13	Lead generation	Class 35 (1 : 00 Hrs)			
14	Messages				
15	Conversions				
16	Catalog sales	Class 36 (1 : 00 Hrs)			
17	Store visits				
18	FB Pixel Code				
Test Date:			**Marks Scored:**		

Digital Marketing

Module 5 [SMM]

Name : Email ID: Joining Date:

S.NO	Topics	Classes	Date	Student Sign	Faculty Sign
1	Instagram Ads	Class 37 (1 : 00 Hrs)			
2	Twitter Ads				
3	LinkedIn Ads	Class 38(1 : 00 Hrs)			
4	Types of LinkedIn Ads				
5	Sponsored Content				
6	Text Ads				
7	Sponsored InMail				

Test Date: **Marks Scored:**

Digital Marketing - Module 6					
Name :		Email ID:		Joining Date:	
S.NO	Topics	Classes	Date	Student Sign	Faculty Sign
1	Email Marketing	Class 39 (1 : 00 Hrs)			
2	Email Marketing Planning				
3	Types of Email Marketing				
4	Email Database Creation				
Test Date :				**Marks Scored:**	
5	Mobile Marketing	Class 40 (1 : 00 Hrs)			
6	Mobile Marketing and Social Media				
7	Mobile Marketing and Social Media				
8	Fundamentals of Mobile Marketing				
9	Content Marketing on mobile				
11	Creating mobile website through wordpress				
Test Date :				**Mark Scored:**	
12	Affiliate Marketing	Class 41 (1 : 00 Hrs)			
13	What is affiliate marketing?				
14	How people make millions of dollar in affiliate marketing?				
15	Affiliate marketing scenario in India	Class 42 (1 : 00 Hrs)			
16	Getting your started as an affiliate				
17	Affiliate Marketing				
18	What is affiliate marketing?				

Digital Marketing - Module 6

Name : Email ID: Joining Date:

S.NO	Topics	Classes	Date	Student Sign	Faculty Sign
19	How people make millions of dollar in affiliate marketing?	Class 43 (1 : 00 Hrs)			
20	Affiliate marketing scenario in India				
21	Getting your started as an affiliate				

Test Date : **Marks Scored:**

22	Adsense & Blogging	Class 44 (1 : 00 Hrs)			
23	What is AdSense?				
24	How to get approved for AdSense?				
25	Cool trick to get AdSense approval by Google				
26	Using your AdSense account interface				
27	Placing ads on your blog				

Test Date : **Marks Scored:**

28	Online Reputation Managements	Class 45 (1 : 00 Hrs)			
29	What is online reputation management?				
30	Why online reputation management is need of hour				
31	Understanding ORM scenario				
32	How to deal with criticism online				
33	10 Online reputation management Commandments				
34	15 ways to create positive brand image online	Class 46 (1 : 00 Hrs)			
35	Understanding tools for monitoring online reputation				

Test Date: **Marks Scored:**

Digital Marketing

Module 6

Name : Email ID: Joining Date:

S.NO	Topics	Classes	Date	Student Sign	Faculty Sign
36	Step by step guide to overcome negative online reputation	Class 47 (1 : 00 Hrs)			

Test Date : Marks Scored :

37	Content Marketing	Class 48 (1 : 00 Hrs)			
38	What is Content Marketing?				
39	Introduction to content marketing				
40	Objective of content marketing				
41	How to write great compelling content				
42	Keyword research for content ideas				
43	Optimizing content for search engines				

Test Date : **Marks Scored:**

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Advance Digital Marketing - Module7					
Name :		Email ID:		Joining Date:	
S.NO	Topics	Classes	Date	Student Sign	Faculty Sign
1	Creating Internet Marketing Strategy	Class 49 (1 : 00 Hrs)			
2	Lead Generation For Business				
3	Understanding lead generation for business				
4	Why is lead generation important?				
5	Understanding landing pages				
6	Understanding thank-you page				
7	Landing page vs website				
8	Best practices to create a landing page				
9	Best practices to create a thank-you page				
10	Practical exercise-creating a landing page				
Test Date :			Marks Scored:		
11	Facebook & YouTube Monetization	Class 50 (1 : 00 Hrs)			
12	How to grab freelancing projects				
13	Twitter, Instagram and Adobe Analytics				
Test Date :			Marks Scored :		
14	Ecommerce Website Management (Magento, Shopify, Woo commerce)	Class 51 (1 : 00 Hrs)			
15	Ecommerce Marketing				
16	What is ecommerce?	Class 52 (1 Hour)			
17	Top ecommerce websites around the world & it's scenario in India	Class 53 (1 Hour)			
18	Difference between E-Commerce software and Shopping Cart software	Class 54 (1 Hour)			
Test Date :			Marks Scored:		

Advanced Digital Marketing

Module 7

Name : Email ID: Joining Date:

S.NO	Topics	Classes	Date	Student Sign	Faculty Sign
19	Payment Gateways, Merchant Accounts & Logistics for physical goods.	Class 55 (1 Hour)			
20	Integrating Woocommerce and setting up an ecommerce store on WordPress.	Class 56 (1 : 00 Hrs)			
21	Affiliate Marketing by promoting products which looks like an ecommerce store.				
22	Case studies on ecommerce websites.	Class 57 (1 : 00 Hrs)			
23	How to do Google Product Listing Ads (PLA) for ecommerce websites.				
24	How to do SEO for an ecommerce website.	Class 58 (1 : 00 Hrs)			
25	Professional Tools Training (SEMRush, Hootsuite, Ahrefs etc)				
Test Date :			Marks Scored:		
26	Graphic Designing (Basic)	Class 59 (1 Hour)			
27	Content Writing	Class 60 (1 Hour)			
Test Date:			Marks Scored:		