

SKILLPERFORM

INDIA'S MOST PRACTICAL SKILLFUL ONLINE COURSE



LEARN WHILE EARN

GET JOB READY.....

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WHO CAN JOIN THIS HIGH SKILL COURSE



Students



Job Seekers



House Wife



Freelancer



Marketing/Sales
Professional



Collage Drop Out



Business Owner



Graduate

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+919557374268

info@skillperform.com

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COURSE MODULE

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Module 1

➔ Introduction To Digital Marketing

- What is Digital Marketing?
- Scope of Digital Marketing
- Requirement of Digital Marketing
- Latest Trends in Digital Marketing
- Digital Marketing for Working Professionals
- Digital Marketing for Small, Medium, and Large Businesses
- Job opportunities in Digital Marketing

Module 2

➔ Marketing Funnels

- What Is a Sales Funnel
- Types of funnel
- Stages in Funnel
- How the sales funnel works
- Key points to understand
- Sales Funnel Strategy

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Module 3

➔ Graphic Designing Using Canva

- Digital Banner Designing
- Graphic Design Fundamentals
- How to Use Canva?
- Logo & Graphic Designing
- Live Practice– Designing Logos & Banners

Module 4

➔ Domain & Hosting

- What is a Domain Name?
- Types of Domains and Extensions
- How to Buy the Right Domain Name?
- What is Web Hosting
- What is Cpanel

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Module 5

➔ Wordpress Web Developement

- What is WordPress?
- Why Learn WordPress in Digital Marketing?
- WordPress.com vs WordPress.org
- WordPress installation and
- Creating 1st Website
- WordPress Page Builders
- WordPress Plugins And Settings
- Using WordPress for Blogging
- WordPress for Personal Websites
- WordPress for Business Websites
- WordPress for eCommerce

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Module 6

➔ eCommerce Development With Shopify

- Shopify Introduction
- Why Use Shopify for eCommerce?
- Setting up Free Shopify Account
- Important Tools for Shopify
- Building eCommerce Site With Shopify
- Dropshipping With Shopify

Module 7

➔ SEO Search Engine Optimization

- What is SEO?
- Importance of SEO
- How do Search Engines Work?

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- Introduction to SERP
- Different SEO Techniques
- Top Ranking Factors
- Black Hat vs White Hat SEO
- Different Google Algorithms
- On-Page SEO Basics
- Off-Page SEO Basics
- Technical SEO Basics
- Technical SEO Advanced
- Advanced Keyword Research
- Working on On-Page SEO
- Working on Off-Page SEO
- Local SEO
- Mobile SEO
- Google Search Console in Depth
- Indexing in Search Console
- Fixing Errors in Search Console
- HTTPS & SSL Certificate
- Optimizing Website Speed
- SEO Case Studies
- e-Commerce SEO
- SEO Reporting

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Module 8

➔ Blogging

- What is a Blog?
- How does Blogging Work?
- Benefits of Blogging
- SEO in Blogging
- Making Money with Blogging
- Niche Blogging and Categories
- Creating 90-Days Blog Strategy
- Monetizing the BlogApplying for
- Google AdSense
- Applying for Other Ad Platforms

Module 9

➔ Google Adsense

- What is Google AdSense?
- Account Approval & Account Setup
- AdSense Guidelines & Requirements
- Niche Content Research
- Traffic Strategy

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Module 10

➔ Google Ads (Search Engine Marketing)

- Introduction to Google Ads
- How does Google Ads Work?
- Different Types of Google Ads
- Importance of Landing Pages
- Understanding Search Ads
- Search Ad Creation, Optimization, & Reporting
- Understanding Display Ads
- Display Ad Creation, Optimization, Reporting
- Understanding Remarketing Ads
- YouTube Ads
- Running App Install Ads
- All Settings in Google Ads
- Call Only Ads
- All types of Audiences in Google Ads
- Optimizing Different Google Ads
- Conversion-based Campaigns & Optimization
- Tools Related to Google Ads
- Competitor-oriented Ad Campaigns
- Strategies for Ad Campaigns
- Shopping Campaigns
- Scripts & Tracking

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Module 11

➔ Google Analytics

- Basics of Google Analytics
- How to Set Up Google Analytics?
- Concept of Cookies
- Understanding Website Analytics
- Reports in Google Analytics
- Users/Access in Google Analytics
- Audience Creation in Google Analytics
- Google Analytics for SEO
- Google Analytics for PPC Campaigns
- Important Metrics in Google Analytics
- Ecommerce Tracking
- Analytics Report Creation
- Filter Creation
- Understanding Attribution
- Alternatives to Google Analytics
- Similar Products
- Link Tracking
- UTM Parameters

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Module 12

➔ Social Media Optimization (SMO)

- Introduction to SMO
- Social Platforms & Supported Content
- SWOT Analysis
- Content Strategies According to Platform
- Power of Organic Reach
- Facebook Page/Profile optimization
- Lead Generation Organically
- Using Chatbots for SMO
- Tools for SMO & Post Scheduling
- Creating Social Media Calendar
- Client/Agency for Social Media
- Tools for Social Content Creation
- Algorithms of Social Media Platforms
- Rule of Consistency on Social Media
- Tools for Content Ideas
- Social Media Best Practices
- Influencer Marketing
- SMO Report Creation

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Module 13

➔ Social Media Marketing (SMM)

Facebook Marketing

- Basics of Facebook Ads
- Working of Facebook Ads
- Types of Facebook Ads
- Objectives of Facebook Ads
- Audience and Targeting Optimization
- Placement Options in Facebook ads
- Ad copies and Copywriting
- Landing Page Optimization for Relevancy
- Buyer Persona
- Understanding Advanced Facebook Pixel
- Facebook Analytics
- A/B Testing
- Tracking Options
- Spying Competitors
- Facebook Ads for Affiliate Marketing
- Running All Objective Ads
- Running Video Ads
- Running Dynamic Ads
- Strategies for Facebook Ads

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- Retargeting and Remarketing Ads
- Reporting for Facebook Ads
- Facebook Messenger Marketing
- Facebook Scaling Models and Strategies
- How to Get Clients for Facebook Ads?
- Different Facebook Marketing Tools

Instagram Marketing

- Instagram Profile Creation
- Profile Customization
- Best Practices for Instagram Posts
- Instagram Growth Strategy
- Importance of Hashtags
- Working of Instagram Algorithm
- Running Ads on Instagram
- Case Studies

Twitter Marketing

- Introduction to Twitter
- Working of Twitter Algorithm work
- How do Businesses Use Twitter?
- Twitter Advertising
- Billing & Account Setup
- Types of Twitter Ads
- Audience Bidding, Budgets, and Creatives
- Case Studies

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Linkedin Marketing

- Introduction to LinkedIn
- Best Practices for Profile Setup
- Best Practices for Posts
- LinkedIn Advertising
- Facebook vs LinkedIn Advertising
- LinkedIn Ad Objectives
- LinkedIn Ad Formats
- Targeting Budget
- Scheduling Options
- Billing Account Setup
- Practical- LinkedIn Ad Creation
- LinkedIn Automation

Module 14

→ Youtube Marketing

- Role and Working of YouTube
- Analytics of Top YouTube Channels
- Understanding YouTube Algorithm
- YouTube Ranking Factors
- Setting Up YouTube Channel

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- Role and Working of YouTube
- Analytics of Top YouTube Channels
- Understanding YouTube Algorithm
- YouTube Ranking Factors
- Setting Up YouTube Channel
- Growing YouTube Channel Organically
- YouTube Earning Opportunities
- YouTube Channel Monetization
- YouTube Funnels
- Tools to Use for Channel Growth
- Working on Real Projects
- Essentials for Recording Videos
- Editing Voiceovers Using Right Tools
- Editing Videos Using Right Tools
- Uploading a Demo Video & Optimizing It
- Checklist for YouTube Videos
- Adding Viral Elements to Videos
- Case Studies of Successful Channels
- Power of YouTube Live
- Channel Strategies for
- Different Niches

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Module 15

➔ GTM (Google Tag Manager)

- Introduction to Google Tag Manager
- Setting Up Google Tag Manager
- Understanding GTM Components
- Implementing Google Analytics 4 (GA4) via GTM
- Enhanced Conversion Tracking
- Advanced GTM Techniques
- Debugging & Best Practices

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Module 16

➔ Email Marketing

- What is Email Marketing?
- How to do Email Marketing?
- Top Tools for Email Marketing
- Automation in Email Marketing
- Omnichannel Marketing
- How to Write an Email?
- Important Metrics for Email Marketing
- Call to Actions in Email Marketing
- Email Cycles
- Conversion Rate Optimization
- Spam Score in Email Marketing
- Lead Generation
- Email Marketing Funnels

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Module 17

➔ Online Reputation Management (ORM)

- What is ORM?
- How does ORM Work?
- Different ORM Tools
- Impact of ORM on Sales/Revenue
- Difference Between ORM and SMO
- Handling Negative Comments
- User Behavior Study
- ORM Strategies
- Press Release for ORM
- Creating a Review Magnet
- ORM Auditing
- Parameters to Decide ORM Score
- ORM Models
- ORM Projects, Clients, Billing

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Module 18

➔ Freelancing

- Earning as a Freelancer
- Top Freelancing Platforms
- Building Freelancing Profile
- Live Walkthrough: How to Win Projects?
- How to Set Pricing for Your Services?

Module 19

➔ Affiliate Marketing

- Introduction to Affiliate Marketing
- Choosing the Right Affiliate Programs
- Building an Affiliate Marketing Strategy
- Driving Traffic & Maximizing Conversions
- Tracking, Optimization & Best Practices

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Module 20

➔ Ecommerce Marketplace

- Introduction to Ecommerce Marketplaces
- Setting Up Your Seller Account
- Listing Optimization and Product Presentation
- Pricing Strategies and Competitive Analysis
- Marketing and Promotion on Ecommerce Marketplaces

Module 21

➔ CPA Marketing

- Introduction to CPA Marketing
- Getting Started with CPA Networks
- Selecting Profitable CPA Offers
- Building a High-Converting CPA Marketing Funnel
- Traffic Generation Strategies
- Tracking and Analytics
- Scaling Your CPA Marketing Campaigns

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Module 22

➔ Google My Business

- Introduction & Setting Up a GMB Account
- Optimizing Your GMB Profile & Leveraging GMB Features
- Local SEO and GMB
- Analyzing GMB Performance
- Advanced GMB Strategies
- GMB for Multi-Location Businesses
- GMB and Customer Engagement

Module 23

➔ Whatsapp Marketing

- Introduction to WhatsApp Marketing
- Getting Started with WhatsApp Business
- Building a WhatsApp Marketing Strategy
- WhatsApp Content Creation
- Growing Your WhatsApp Audience
- WhatsApp Marketing Campaigns
- Enhancing Customer Engagement
- Monetizing WhatsApp Marketing
- Integrating WhatsApp with Other Channels
- Advanced WhatsApp Marketing Techniques

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Module 24

➔ ChatGPT & Prompt Engineering

- Introduction to ChatGPT & Prompt Engineering
- Crafting Effective Prompts
- Advanced Prompt Engineering
- Customizing Outputs
- ChatGPT for Business Applications
- ChatGPT for Creative Industries
- Debugging and Fine-Tuning Prompts
- Ethical Considerations in Using ChatGPT
- Practical Applications Across Industries

Module 25

➔ Ai Tools

- Introduction to AI Tools
- Generative AI Tools
- AI-Powered Analytics Tools
- AI in Marketing and Social Media
- AI for Automation
- AI Tools for Collaboration
- Creative AI Tools
- AI for Healthcare
- AI for Education and Skill Development

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Module 26

➔ ASO- App Store Optimization

- Introduction to ASO
- App Store Fundamentals
- Keyword Research and Optimization
- On-Metadata Optimization
- Visual Optimization
- Advanced ASO Techniques
- Paid User Acquisition and ASO
- Analytics and Reporting

Module 27

➔ AEO- Answer Engine Optimization

- Introduction to AEO
- Understanding Answer Engines
- The Foundation of AEO
- Content Strategy for AEO
- Voice Search and AEO
- Advanced AEO Techniques
- Analytics and Performance Monitoring
- Emerging Trends in AEO
- Practical Application and Capstone Project

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Module 28

➔ CRO Conversion Rate Optimization

- Introduction to CRO
- Fundamentals of CRO
- User Psychology and Behavior
- Data-Driven CRO
- Landing Page Optimization
- Copywriting for CRO
- Technical CRO
- E-Commerce CRO
- Advanced CRO Techniques
- Analytics and Reporting
- CRO Strategy Development
- Future of CRO

Module 29

➔ Podcast Marketing

- Introduction to Podcast Marketing
- Starting with the Basics
- Crafting an Effective & Crafting Engaging Content
- Optimizing for Discoverability
- Podcast Promotion Strategies
- Audience Growth and Engagement
- Monetizing Your Podcast

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Module 30

➔ Interview Preparation

- Know Your Basics
- Practice Common Interview Questions
- Demonstrate Analytical Skills
- Understand the Company and Industry

Module 31

➔ Job Placement

- Introduction to Digital Marketing Careers
- Building a Strong Digital Marketing Foundation
- Crafting an Effective Digital Marketing Resume
- Job Search Strategies and Networking
- Portfolio Development and Case Studies
- Negotiating Job Offers and Salary

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