

3-Month Digital Marketing Training Schedule

Week 1: Introduction to Digital Marketing

- Day 1: What is Digital Marketing?
- Day 2: Types & Channels (SEO, SMM, Email, PPC, etc.)
- Day 3: Career Paths in Digital Marketing
- Day 4: Online Presence (Domain, Hosting, CMS)
- Day 5: Importance of Landing Pages

Week 2: Website & Keyword Research

- Day 6: How a Website Works (Domain + Hosting + CMS Integration)
- Day 7: WordPress Website Setup (Demo or Video Walkthrough)
- Day 8: What is SEO? On-Page vs Off-Page vs Technical
- Day 9: Keyword Research Basics
- Day 10: Tools: Google Search Console, Ubersuggest

Week 3: On-Page SEO

- Day 11: Title, Meta Description, URL Structure
- Day 12: Headings (H1-H6), Keyword Placement
- Day 13: Image Optimization, Internal Linking
- Day 14: Mobile-friendliness & Speed (PageSpeed Insights)
- Day 15: Practical On-Page SEO Demo

Week 4: Off-Page SEO & Technical SEO

- Day 16: What is Off-Page SEO? (Backlinks, Outreach)
- Day 17: Link-Building Strategies
- Day 18: Tools: Ahrefs, SEMrush Overview
- Day 19: Technical SEO Basics (Sitemap, Robots.txt, Canonical Tags)
- Day 20: SEO Audit Introduction

Week 5: Social Media Marketing (SMM)

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Day 21: What is SMM & Platform Overview

Day 22: Facebook Page Setup, Optimization

Day 23: Instagram, LinkedIn, Twitter Profiles

Day 24: Social Media Content Strategy

Day 25: Engagement & Growth Tips

Week 6: Facebook & Instagram Ads

Day 26: Facebook Ads Manager Overview

Day 27: Ad Objectives, Budget & Audience

Day 28: Creating Your First Ad (Text + Creative)

Day 29: Running & Monitoring Campaigns

Day 30: Analyzing Ad Performance

Week 7: Google Ads (Search + Display)

Day 31: Introduction to Google Ads

Day 32: Keyword Match Types & Bidding

Day 33: Creating a Search Ad Campaign

Day 34: Display Ads Overview + Setup

Day 35: Ad Metrics (CTR, CPC, Quality Score)

Week 8: YouTube & Remarketing

Day 36: YouTube Channel Setup & Basics

Day 37: Video SEO (Titles, Tags, Descriptions)

Day 38: Running YouTube Ads

Day 39: What is Remarketing & How to Use It

Day 40: Setting Up Remarketing Audiences

Week 9: Email Marketing

Day 41: What is Email Marketing?

Day 42: Building Email Lists

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Day 43: Tools: Flodesk, Mailchimp, ConvertKit

Day 44: Crafting Effective Email Campaigns

Day 45: Automation & Drip Campaigns

Week 10: Google Analytics & Reporting

Day 46: Setting Up Google Analytics 4 (GA4)

Day 47: Key Metrics (Sessions, Users, Bounce Rate)

Day 48: Traffic Sources & Audience Behavior

Day 49: Custom Reports & Event Tracking

Day 50: Connecting GA4 with GSC & Ads

Week 11: Sales Funnels & Landing Pages

Day 51: What is a Sales Funnel?

Day 52: Funnel Stages: TOFU, MOFU, BOFU

Day 53: Creating High-Converting Landing Pages

Day 54: Tools: ClickFunnels, Systeme.io, Elementor

Day 55: Lead Magnet Creation

Week 12: Freelancing & Final Projects

Day 56: Freelancing Platforms (Upwork, Fiverr)

Day 57: Creating Your Freelancer Profile

Day 58: Writing Proposals That Win Projects

Day 59: Final Project: Create a Full Campaign

Day 60: Feedback, Certificates & Career Guidance