



# LONE STAR ACADEMY

Data Science, Digital Marketing & Business Analytics Masters

## BASIC DIGITAL MARKETING COURSE CONTENTS

### 1. Introduction to Digital Marketing

- What is Digital Marketing?
  - Importance & Scope in today's world
  - Traditional Marketing vs Digital Marketing
  - Key Terminologies in Digital Marketing
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### 2. Website Planning & Creation

- Basics of Domain, Hosting, and CMS
  - Introduction to WordPress
  - Designing a user-friendly website
  - SEO-friendly website structure
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### 3. Search Engine Optimization (SEO)

- What is SEO and why is it important?
  - Types of SEO: On-page, Off-page, and Technical
  - Keyword Research Tools & Techniques
  - Meta Tags, Alt Text, Sitemaps
  - Link Building Basics
  - Google Search Console Overview
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### 4. Search Engine Marketing (SEM) / Google Ads

- Introduction to Google Ads

- Search Ads vs Display Ads vs Video Ads
  - Keyword Planning
  - Creating effective Ad Campaigns
  - Bidding Strategies & Budgeting
  - Google Ads Metrics and Reporting
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## **5. Social Media Marketing (SMM)**

- Importance of Social Media in Marketing
  - Platforms Overview: Facebook, Instagram, Twitter, LinkedIn, YouTube
  - Creating Business Pages
  - Content Creation & Scheduling Tools
  - Paid Advertising on Social Media
  - Analytics & Insights
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## **6. Content Marketing**

- Importance of Content in Digital Marketing
  - Types of Content (Blogs, Videos, Infographics)
  - Content Strategy & Planning
  - Content Calendar
  - Basics of Copywriting
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## **7. Email Marketing**

- Introduction to Email Marketing
  - Building and Managing Email Lists
  - Creating Email Campaigns (Templates, Subject Lines)
  - Automation & Drip Campaigns
  - Tools: Mailchimp, ConvertKit (Basics)
  - Email Metrics (Open Rate, CTR)
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## **8. Web Analytics**

- Introduction to Google Analytics
- Setting up and Understanding Dashboards
- Tracking Users, Bounce Rate, and Conversions
- UTM Parameters

- Understanding Traffic Sources
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## **9. Affiliate Marketing (Basics)**

- What is Affiliate Marketing?
  - How to get started with Affiliate Programs
  - Promoting Affiliate Products
  - Tracking & Commissions
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## **10. Introduction to Online Reputation Management (ORM)**

- Why ORM matters
  - Handling negative reviews
  - Building a positive online presence
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## **11. Freelancing & Career Guidance**

- Building your personal brand online
- Portfolio and Resume Preparation
- Freelance Platforms Overview
- Interview & Client Communication Tips