

Module Name (Computer Engineering/IT)	Total Hours
Digital Marketing and SEO	30

Topic	Sub Topic	Hours
Digital marketing – overview	1.1. What Digital Marketing is not? 1.2. Why Digital Marketing? 1.3. Search Engine Crawlers 1.4. SEO and Social Media 1.5. Social Media Marketing	2
Digital marketing – content marketing & Email marketing	2.1. Goals of Content Marketing 2.2. Start Content Marketing 2.3. Email Newsletters 2.4. Digests 2.5. Dedicated Emails 2.6. Lead Nurturing 2.7. Sponsorship Emails 2.8. Transactional Emails	2
Digital marketing – mobile marketing & CRO	3.1. New Mobile Marketing Channels 3.2. Ways to Drive Conversions 3.3. PAY PER CLICK 3.4. Search Engine Advertising 3.5. Advantage of PPC Marketing 3.6. Factors behind Successful PPC Advertising 3.7. CRO Overview 3.8. Why do Companies Use CRO?	3
Digital marketing – web analytics & online digital marketing	4.1. Web Analytics Tools 4.2. How to Review Web Metrics 4.3. Facebook Marketing 4.4. Pinterest Marketing 4.5. Twitter Marketing 4.6. LinkedIn Marketing 4.7. Youtube Marketing 4.8. Google Adwords 4.9. Digital Marketing–Google Analytics	3
Introduction of SEO & SEO–tactics and methods	5.1. How does a Search Engine Work? 5.2. What is SEO Copywriting? 5.3. What is Search Engine Rank? 5.4. What is On-Page and Off-Page SEO? 5.5. White Hat SEO 5.6. 9.10. BlackHatorSpamdexing 5.7. 9.9. SEO–WEBSITEDOMAIN	2
SEO – relevant filenames	6.1. File Naming Style 6.2. File Name Example 6.3. File Extension 6.4. URL Sub-Directory Name 6.5. SEO–Design And Layout	2
SEO – optimized keywords	7.1. Keyword Frequency 7.2. Keyword Weight 7.3. Keyword Proximity	2

Topic	Sub Topic	Hours
	7.4. Keyword Prominence 7.5. Keyword Placement 7.6. Best Places to Put Keywords 7.7. Finding Keywords 7.8. What is Word Stemming?	
SEO – optimized meta tags & SEO– title optimization	8.1. What Do the Metatags Look Like 8.2. Meta Description Tag Tips 8.3. Meta Keywords Tag Tips 8.4. Robots Metatag 8.5. Best Practices for Creating Titles 8.6. SEO–Optimized Anchor	2
SEO – content & SEO– link building	9.1. Unique, High-Quality Content 9.2. SEO Content Writing (Copywriting) 9.3. Other Advantages of Having Great Content 9.4. How to Increase Link Popularity?	3
Mobile SEO	10.1. What is Mobile SEO? 10.2. Optimize Your Site for Mobile 10.3. Select a Mobile Configuration 10.4. Inform Google and Other Search Engines 10.5. Avoid Common Mistakes 10.6. Useful Tools 10.7. SEO – SUMMARY	2
Online digital marketing tools	11. Online Digital Marketing & SEO Tools (Practical aspects)	7