



Tecswan.
Center for IT research and Development
DUBAI • ABU DHABI • KOCHI • TRIVANDRUM • CALICUT

TECSWAN

Center For IT Research & Development



DIGITAL MARKETING COURSE SYLLABUS 3 MONTH

DIGITAL MARKETING SYLLABUS

The Tecswan is the Center for IT Research and Development Institution, Kochi, Kerala, which provides quality UK Certified Award, and Certificate programs in different IT fields. Its Blended Learning model brings better online interactive and offline classroom learning experience with its expert trainers. It combines to become the best training instructor-led training, self-paced learning, and personalized mentoring to provide an immersive learning experience

Tecswan is one of the first UK certifications providing institutions in Kerala. Being an exemplary IT training center in Kochi, Kerala, it offers best training for Digital Marketing, Web Development, and Python.

Tecswan Academy is Super child of a giant business entity, United Group of Initiatives (UGI) based in the UAE.

During the past few months, Tecswan has grown rapidly institution in Kochi, Kerala, in the IT field. It's training in Digital Marketing is such that one can have an edge over others in discovering job opportunities. Also, if you wish to learn Web Development, Tecswan is the right IT training center in Kochi. Its teaching comprises in-house projects and real-time practical training. The courses are beneficial and can be chosen by students, entrepreneurs and corporate

SEO ON PAGE_WEB HTML & WORDPRESS

Overview/Website Creation (Wordpress / HTML)

On Page SEO and Technical SEO

Keyword research

Meta Tag Integration

Sitemap.Xml

Robots.txt

Alt image Integration

Google tag manager / Schema Markup

Google Tools

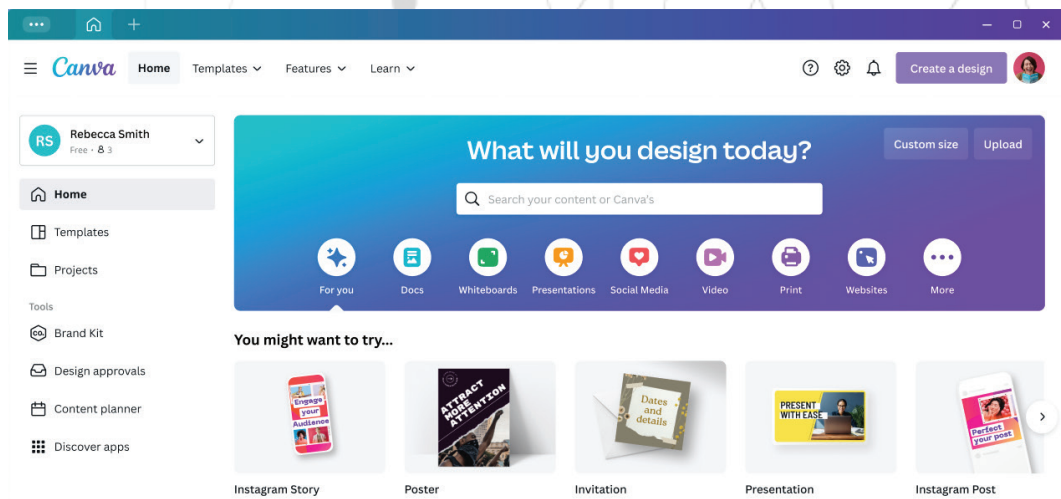
Google search Console

Google analytic integration

Seo Audit / (Revision)

DESIGN TOOL

Canva



CONTENT MARKETING

Types of Content

Introduction to AI Tools (designing, writing, video)

Manual Content Creation / Tools Based Content Creation

SEO OFF PAGE

Introduction to PA, DA, Do follow, No follow, Link Juice, Moz Bar

Competitor Study, Backlink Checker tools

Social Bookmarking

Classified Listing

Article Submission



SOCIAL MEDIA (FB / INSTA)

Facebook/Insta

Facebook page/Insta creation
connecting Facebook, insta, business whatsapp
Meta business Suite Explain
Uploading in Fb and Insta via Meta
Boost Post Explain with Goal
Pixel Creation and Integration

Ads Manager

Introduction to Ads Manager
Ad account, Ad account disable reasons
Awareness Campaign /Audience Section Explain
Traffic Campaign / Special Ads Explain
Remarketing _ Custom Audience
Remarketing _ Looklike Audience



SOCIAL MEDIA (TWITER / LINKED IN)

Twitter

Twitter _Account Creation
Hashtags and Trending, Premium subscription Explain
Types of Twitter Account
Campaigns

Linkedin

Linkedin Account Creation, Optimization with keywords
Page creation
Ads manager
campaign- Brand Awareness
Remarketing / Ad account Analys and Reporting
Insight Tag and Connecting Website (Revision)



GOOGLE ADWORDS

Overview / Explain Google ads / Google Tag Integration

Audience Explain

Sales Campaign

Leads Campaign/ Lead

Website Traffic / App Promotion

Local Store visit

Extention _ Promotion / Price / Call

Extention _ Structured Snippets / Apps



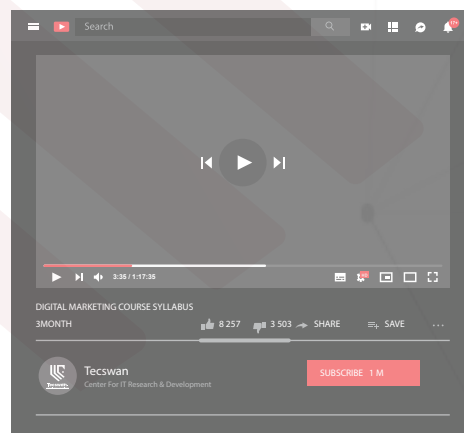
YOUTUBE

Account Creation

Youtube Seo

Youtube Campaign

Monetization Youtube



AFILIAE MARKETING

Explain Afiliate Marketing Account

Link Picking / Earnings / Product Sale Explain

GMB

Account Creation And Explain

Advertising / Performance Etc Explain

SUB PAGE

Explain SubPage Menu

Create Sub Page

EMAIL MARKETING

Account Creation

Mail Creation / Check Report / Audience Import

