

Course Outline

1. Introduction to Advanced SEO, Google Ads and Content Marketing Techniques
2. Theory + Hands-on practice for advanced SEO techniques in simple-to-follow instructions and language
3. Learn to set up a basic WordPress website for practice.
4. Learn to set up a website as per Google's recommendation for better SEO.
5. Learn to install and optimize important SEO plugins to optimize your website.
6. Learn to create content and landing pages in WordPress for SEO and Google Ads
7. Learn techniques to create advanced content marketing structures for your website.
8. Learn to install and track visitor's data on your website with Google Analytics and Google Search Console.
9. Proper graded quizzes and assignments for critical thinking, learning and evaluation.
10. Learn enough skills to start a career, grow your existing career, manage your team or even grow your business with the help of these new essential skills in Digital Marketing.