

Courses Information:

1. Search Engine Optimization (SEO)		- 22 Class
2. WordPress Customization		- 04 Class
3. Social Media Marketing (SMM)		- 16 Class
Facebook Marketing	- 08 Class	
Instagram Marketing	- 01 Class	
YouTube Marketing	- 02 Class	
LinkedIn Marketing	- 03 Class	
Twitter Marketing	- 01 Class	
Email Marketing	- 01 Class	
4. Freelancing Guide - Marketplace		- 04 Class
5. Exam & Discussions		- 02 Class
Total Classes		48 Classes
6. Total Projects		18 Projects
Search Engine Optimization (SEO)	- 08 Class	
Social Media Marketing (SMM)	- 06 Class	
WordPress Customization	- 01 Class	
Marketplace	- 03 Class	

Course Schedule:

Class	Topic	Exercises
Search Engine Optimization (SEO)		
Class 01	Introducing to SEO	<ul style="list-style-type: none"> - What is Search Engine Optimization (SEO)? - Basic Search Operators - Why does My Website Need SEO? - Career with SEO
Class 02	Keyword Research (Company + e-commerce site) - Part 01	<ul style="list-style-type: none"> - What is Keyword Research? - Why is Keyword Research Important? - Keyword Research for E-Commerce Website - Keyword Research for Company Website
Class 03	Keyword Research (Company + e-commerce site) - Part 02	<ul style="list-style-type: none"> - How To Pick Keywords From Website? - Keyword Selection, Keyword Finalization - Students' Assignment Evaluation
Class 04	Website Audit - Part 01	<ul style="list-style-type: none"> - Website Manual Audit - Website Technical Audit Using Tool
Class 05	Website Audit - Part 02	<ul style="list-style-type: none"> - Website Manual Audit - Website Technical Audit Using Tool
Class 06	WordPress Customization	<ul style="list-style-type: none"> - Localhost
Class 07	SEO Guideline - Part 01	<ul style="list-style-type: none"> - SEO Setup Guideline Prepare Based on Audit
Class 08	SEO Guideline - Part 02	<ul style="list-style-type: none"> - SEO Setup Guideline Prepare Based on Audit

Class 09	Amazon Affiliate + Niche Finalize	<ul style="list-style-type: none"> - What is Amazon Affiliate Marketing? - What is niche? - Keyword Research for Affiliate Marketing - How to Find Profitable Niche
Class 10	Amazon Affiliate (Keyword Research)	<ul style="list-style-type: none"> - Keyword Research for Affiliate Marketing
Class 11	Competitor Analysis	<ul style="list-style-type: none"> - Competitor Strength & Weakness Analysis
Class 12	Content Writing (Blog, Company Website)	<ul style="list-style-type: none"> - Different Types of Affiliate Content - Content Research & Ideas - Content Sketch & Planning - Grammar Tools
Class 13	Freelancing Guide (Fiverr)	<ul style="list-style-type: none"> - Fiverr Marketplace Terms & Conditions - How to Create Fiverr Account? - Gig Title, Tag, & Description Research
Class 14	Freelancing Guide (Fiverr)	<ul style="list-style-type: none"> - How to Create Fiverr Gig? - How to Promote Fiverr Gig? - How Find Fiverr Client Outside of Fiverr
Class 15	Onsite Optimization (Live Site) - Part 01	<ul style="list-style-type: none"> - Domain, Hosting & SSL Ideas - WordPress Installation - Dashboard Introduction - General Settings
Class 16	Onsite Optimization (Live Site) - Part 02	<ul style="list-style-type: none"> - Affiliate Friendly Theme Selection & Installation - .htaccess File & functions.Php Editing - Loading Speed Optimization
Class 17	Advance Website Design (Live Site)	<ul style="list-style-type: none"> - Home Page Design - Site Navigation - Header & Footer Creation - Plug-in Configuration
Class 18	On-Page SEO (Live Site)	<ul style="list-style-type: none"> - URL Setup - Keyword Placement - Keyword Density - Content (Text / Image / Video) Optimization - Readability
Class 19	Off-Page SEO - Part 01	<ul style="list-style-type: none"> - Introduction to Different Types of Link Building - Blog Commenting - Profile Backlink

Class	Topic	Exercises
		<ul style="list-style-type: none"> - Question Answer Backlinks - Forum Posting
Class 20	Off-Page SEO - Part 02	<ul style="list-style-type: none"> - Guest Blogging Backlink - Blogger Outreach - Pdf Sharing Backlink
Class 21	Off-Page SEO - Part 03	<ul style="list-style-type: none"> - Directory Submissions - Classified Ad Posting - Web 2.0
Class 22	SEO Overview	<ul style="list-style-type: none"> - Lab Practice
Class 23	Freelancing Guide - (Upwork)	<ul style="list-style-type: none"> - Upwork Profile Completion - Analyzing Student Profile
Class 24	Google Search Console (Website Health Check)	<ul style="list-style-type: none"> - Submitting Website to Webmaster - Internal Links & Links to Your Site - Disavow Tool
Class 25	Google Analytics (Website Analyzing)	<ul style="list-style-type: none"> - Importance of Google Analytics - Organic Search (SEO) - Paid Search (PPC) - Referrals (Backlinks) - Google Tag Manager - Familiar with Other Different Component

Class 26	Google Business Profile	<ul style="list-style-type: none"> - Importance of Google Business Profile - Claim/Create a Google Business Profile Listing - Optimizing Existing Page/Adding Business Info
Class 27	AMAZON Associate + Google Algorithm Updates	<ul style="list-style-type: none"> - How to Create Amazon Associate Account? - Amazon Affiliate Rules - Amazon Product Linking - Panda Update - Penguin Update - Medic Core Update & Many More...
Class 28	Freelancing Guide - SEO Clerk	<ul style="list-style-type: none"> - SEO Clerk Account Creation - Gig Creation & Optimization
Class 29	Open Discussion on SEO & Affiliate	<ul style="list-style-type: none"> - Step by Step Site Planning - Discussion About Previous Problems.
Class 30	Mid Exam	<ul style="list-style-type: none"> - Exam on Search Engine Optimization
Social Media Marketing		
Facebook Marketing		
Class 31	Facebook Marketing - Part 01	<ul style="list-style-type: none"> - Why Your Business Needs Facebook Marketing? - Facebook Rules & Policy - Facebook Ad Funnel - Select Niche Focus on Your Business - Business Page Creation - Page Optimization
Class 32	Facebook Marketing - Part 02	<ul style="list-style-type: none"> - Create Audience Using Audience Insights Tools - Spy on Competitors Ads Strategy - Facebook Awareness Ads Campaign
Class 33	Facebook Marketing - Part 03	<ul style="list-style-type: none"> - Creating Facebook Business Manager Account - Facebook Engagement Ads Campaign - Facebook Lead Generation Campaign
Class 34	Facebook Marketing - Part 04	<ul style="list-style-type: none"> - Creating Facebook Shop - Product Listing on Market Place - Facebook Catalog Sales Campaign
Class 35	Facebook Marketing - Part 05	<ul style="list-style-type: none"> - Facebook Pixel & Conversion API Setup - Custom Audience Creation - Lookalike Audience Creation
Class 36	Facebook Marketing - Part 06	<ul style="list-style-type: none"> - Create Chat Boot with Manychat - Create Chat Boot with Business Suite

Class	Topic	Exercises
		- Setup Chat Bubble on Website - WhatsApp for Business
Class 37	Facebook Marketing - Part 07	- Publish & Schedule Post Using Business Suite - Facebook Video Page Monetization
Class 38	Practical Class	- Lab Practice
Instagram Marketing		
Class 39	Instagram Marketing	- Professional Account Creation - Business Suite for Instagram - Organic Marketing
YouTube Marketing		
Class 40	YouTube Marketing	- Importance of YouTube Marketing - Channel Creation - Channel Optimization
Class 41	YouTube Video SEO	- Familiar with VidIQ Extension - YouTube Video SEO - YouTube Video Promotion Through Google Ads
LinkedIn Marketing		
Class 42	LinkedIn Marketing - Part 01	- Why to Learn LinkedIn? - Definition of LinkedIn Marketing. - Professional LinkedIn Account Setup and Management.
Class 43	LinkedIn Marketing - Part 02	- Company Page Creation & Optimization - Group Creation & Optimization - Create Engaging Post
Class 44	LinkedIn Marketing - Part 03	- Job Post for a Company - Applying for a Job - Generate Leads
Twitter Marketing		
Class 45	Twitter Marketing	- Building and Growing Your Twitter Audience - The Key to Lead Generation on Twitter
Email Marketing		
Class 46	Email Marketing	- What is E-Mail Marketing? - Types and Necessity of E-Mail Marketing - Mailchimp Account Creation - Email Template Design by Mailchimp
Class 47	Final Discussion	- Final Discussion on SEO & SMM
Class 48	Exam	- Final Exam

Projects:

I have Complete 18 projects based on the class lecture.

Search Engine Optimization (SEO)		
SL	Project List	Project Link
1	Keyword Research	Drive Link
2	Website Audit	Drive Link
3	Sales Proposal	Email Screenshot url
4	Keyword Research with Competitor Analysis	Drive Link
5	On-Page SEO	Screenshot url Needed - Yoast SEO Green
6	Content Creation	1k words at least - Published Link
7	Self Backlinks	Any 5 Link
8	Google My Business Creation & Optimization	Page Link
Social Media Marketing (SMM)		
SL	Project List	Project Link
9	Facebook Business Page Optimization	Page Link
10	Facebook Live Ad Campaign	Screenshot url
11	Facebook Messenger Chatbot	Screenshot url
12	LinkedIn Profile Optimization	Profile Link
13	LinkedIn Business Page Optimization	Profile Link
14	YouTube Channel Optimization and Video SEO	Channel Link
WordPress Customization		
SL	Project List	Project Link
15	Website Customization (WordPress)	Screenshot url
Marketplace		
SL	Project List	Project Link
16	Upwork Profile	Profile Link
17	Fiverr Profile	Profile Link
18	SEOClerks Profile	Profile Link