



# **DIGI MEDIA SERVICE(BASIC COURSE DETAILS)**

## **Module 1:What is Digital Marketing?**

- **Digital Marketing Fundamentals.**
- **Traditional vs Digital Marketing.**
- **Key Digital marketing Channels.**
- **Benefits of Digital Marketing.**

## **Module 2: Digital Marketing Basic Strategy?**

- **Understanding Marketing Objectives.**
- **Digital Marketing Targeted Audience.**
- **Digital Marketing Funnel Concepts.**

## **Module 3 : Domain Name**

- **What is Domain?**
- **Different Types Of Domain?**
- **Domain Extensions.**
- **What are Expired Domains.**

## **Module 4 : Web Hosting**

- **What is Web Hosting?**
- **Different Types of Hosting?**
- **How to Manage Hosting.**
- **Which Hostings are Best Hostings.**

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## Module 5: SEO(Search Engine Optimization)

- What is SEO?
- Benefits of SEO.
- Different Types of SEO.
- Overview of all types of SEO.

## Module 6: ON PAGE

- Role of ON Page
- Keywords
- Meta Title, Desc, URL Optimization
- Content Optimization

## Module 7: Technical SEO

- Pagespeed
- Robots.txt
- XML sitemaps
- Site Structure
- Internal linking

## Module 8:OFF PAGE

- Different Types of OFF Page
- Benefits of OFF Page
- Practical Of OFF Page



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## Module 9: Local SEO

- What is Local SEO?
- Benefits of Local SEO.
- How to Rank Local SEO.
- Overview of Local SEO.

## Module 10: Website Customization

- Website Fundamentals
- Website Structure & Elements
- Website User Experience
- Website Mobile Optimization

## Module 11: Web Search Console

- How to Use Web Search Console
- Site performance monitoring.
- Optimizing SEO.
- Site health management web.
- Improve site usability.

## Module 12: Google Analytics

- Metrics
- Audience
- Traffic sources
- Events
- Bounce rate
- Conversion rate



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## Module 13: Canva

- Photo effects.
- Image enhancer.
- Add frames to photos.
- Add text to photos.
- Online video recorder.

## Module 14: Web 2.0

- Web 2.0 Customization
- Different Types of Web 2.0
- Benefits of Web 2.0

## Module 15: Schema

- Improved Search Engine Understanding.
- Enhanced Rich Snippets in Search Results.
- Increased Click-Through Rates (CTR).
- Better Content Context for Search Engines.
- Potential Ranking Boost.

**LEARN & GROW WITH  
DIGI MEDIA SERVICES**