



Course Module 2025

Advance
Digital Marketing &
Wordpress with
Artificial Intelligence



+91 90312 74853
www.genextinfotech.in
Kokar HB Road Ranchi JH
Hinoo, Manitola, Ranchi JH

1. Introduction to Advanced Digital Marketing

- Overview and Objectives
- Key Trends and Developments

2. Meta Ads

- Understanding Meta Ads Platform
- Creating Effective Ad Campaigns
- Targeting and Retargeting Strategies
- Analyzing and Optimizing Ad Performance
- Case Studies and Best Practices

3. Google Ads

- Introduction to Google Ads
- Keyword Research and Selection
- Creating Compelling Ad Copy
- Bidding Strategies and Budget Management
- Analyzing Campaign Performance and Metrics
- Advanced Optimization Techniques

4. Content Marketing Strategies & Graphics

- Content Creation and Curation
- Blogging and SEO
- Video Marketing
- Social Media Integration

5. Email Marketing

- Building and Segmenting Email Lists
- Designing Effective Email Campaigns
- Analyzing Open Rates and Conversion Rates
- Automation and Personalization

6. Analytics and Reporting

- Using Google Analytics for Insights
- Tracking and Measuring Campaign Success
- Creating Reports and Interpreting Data

7. WordPress Web Development

- Overview of WordPress Platform
- Understanding Themes and Plugins

8. Advanced WordPress Development

- Custom Theme Development
- Creating and Customizing Plugins
- Working with Custom Post Types and Taxonomies
- Implementing Advanced Features and Functionality

9. WordPress Security and Performance

- Securing WordPress Sites
- Performance Optimization Techniques
- Backup Solutions and Recovery Plans

10. E-Commerce with WordPress

- Setting Up WooCommerce
- Customizing Product Pages and Checkout Processes
- Managing Orders and Payments

11. SEO (Search Engine Optimization)

- Understanding SEO Fundamentals
- Importance of SEO for Digital Marketing
- Tools for Keyword Research
- Identifying and Analyzing Keywords
- Developing an Effective Keyword Strategy

12. On-Page SEO

- Optimizing Title Tags and Meta Descriptions
- Crafting SEO-Friendly URLs
- Content Optimization and Keyword Placement
- Internal Linking and User Experience

13. Technical SEO

- Site Architecture and Crawlability
- XML Sitemaps and Robots.txt
- Mobile Optimization and Page Speed
- Fixing Technical Issues and Errors

14. Off-Page SEO

- Building and Managing Backlinks
- Social Signals and Influencer Marketing
- Reputation Management and Brand Authority

15. Local SEO

- Optimizing for Local Search Results
- Google My Business Optimization
- Managing Local Citations and Reviews

16. SEO Analytics and Reporting

- Using Google Search Console
- Tracking SEO Performance Metrics
- Analyzing and Interpreting SEO Data

17. Understanding Impact of AI on SEO

- Adapting to New SEO Trends
- Using AI Tools For SEO

18. SEO Revision and Implementation

- Revising all the AI and Tools for SEO
- Practicing SEO in Real

19. Social Media Management

- Overview of Social Media Platforms
- Social Media Strategy Development
- Developing a Content Calendar
- Creating Engaging Social Media Content
- Using Multimedia and Interactive Content

20. Social Media Advertising

- Creating Ad Campaigns for Social Media
- Targeting and Budgeting for Social Ads
- Analyzing Ad Performance

21. Community Management

- Building and Engaging with Online Communities
- Managing Social Media Crises
- Moderation and Customer Service

22. Social Media Analytics and Reporting

- Using Social Media Analytics Tools
- Measuring Engagement and Reach
- Creating and Interpreting Reports

23. E-Commerce Strategies

- Overview of E-Commerce Models
- Key Trends and Technologies
- Setting Up E-Commerce Platforms (e.g., WooCommerce, Shopify)
- Product Management and Inventory
- Strategies for Driving Traffic and Sales
- Email Marketing for E-Commerce
- Retargeting and Remarketing

24. Customer Experience and Support

- Enhancing the Online Shopping Experience
- Implementing Effective Customer Support Systems
- Key Metrics and Reporting
- Analyzing Sales Data and Customer Insights

25. Mobile Marketing

- Overview of Mobile Marketing Channels
- Importance of Mobile Optimization
- Types of Mobile Ads
- Creating Effective Mobile Ad Campaigns
- Analyzing Mobile Ad Performance
- Strategies for Promoting Mobile Apps
- User Acquisition and Retention
- In-App Advertising and Monetization

26. SMS and Push Notifications

- Crafting Engaging SMS Campaigns
- Best Practices for Push Notifications
- Measuring SMS and Push Notification

27. Mobile Analytics

- Tools for Mobile Analytics
- Tracking User Behavior on Mobile Devices
- Analyzing Mobile App Data

28. Personal Profile & Standards

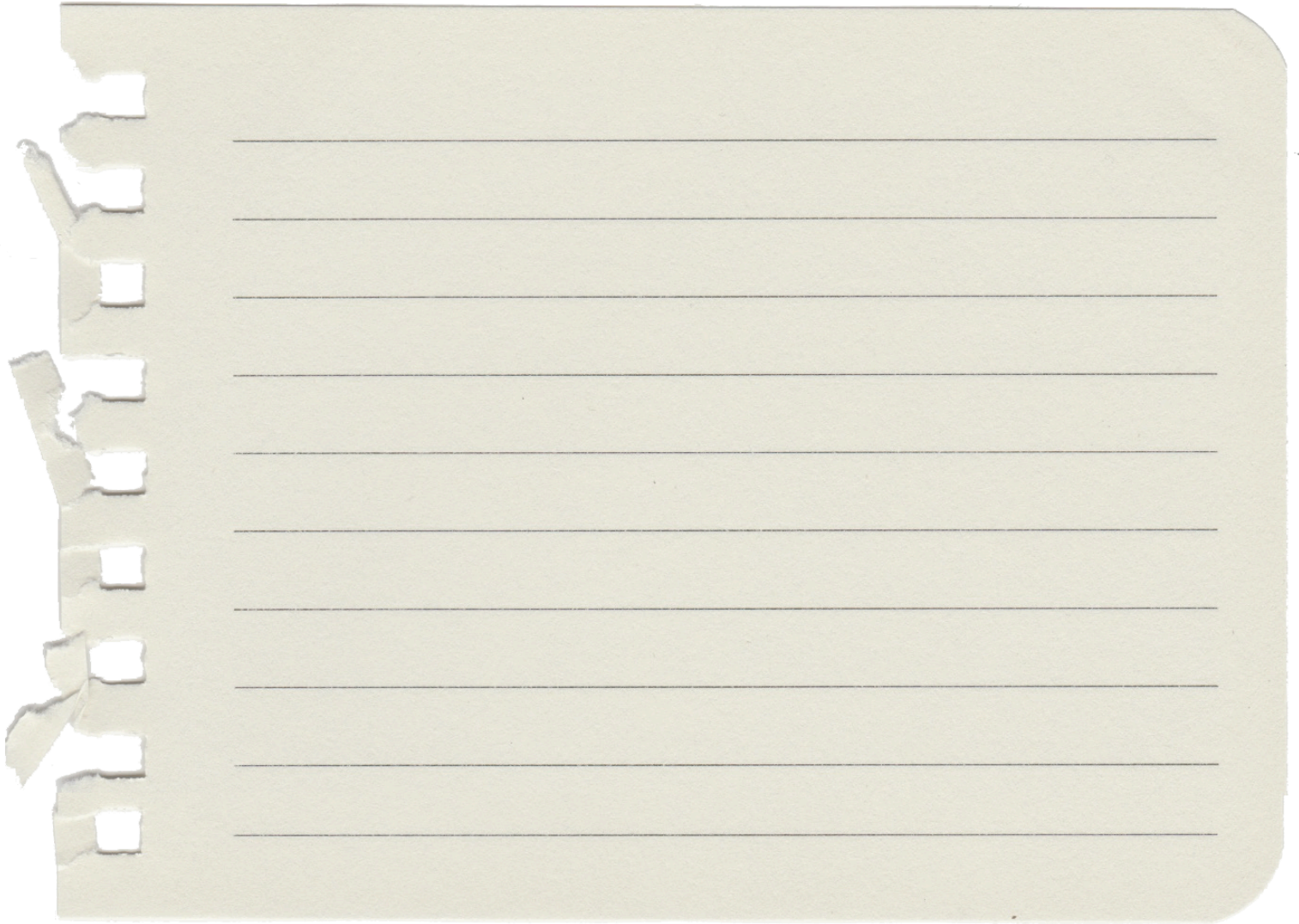
- Personal Identity Creation on Social Media
- Self Improvement Class

29. Final Testing & Examination

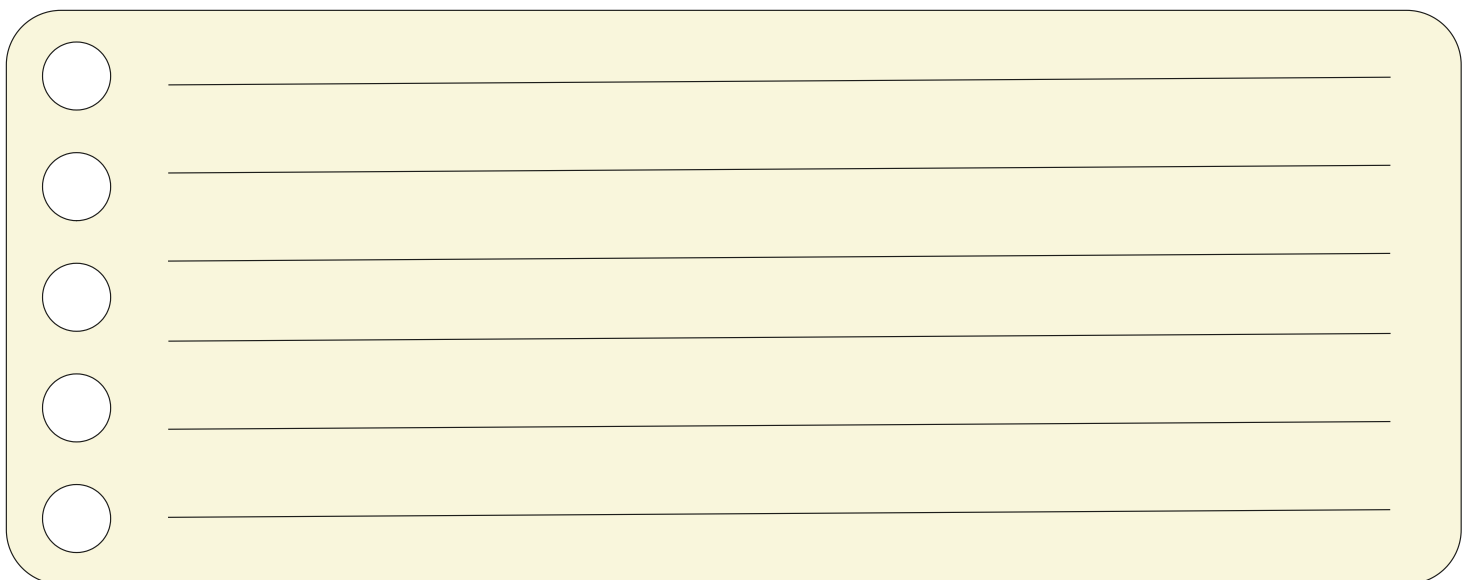
- 45 Marks Final Examination (Theory)
- 55 Marks Final Examination (Practical)

Certification ←

NOTE



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