

CLASS 01



SEO (SEARCH ENGINE OPTIMIZATION)

**WHAT IS DIGITAL MARKETING?
TYPES OF DIGITAL MARKETING?
BENEFITS OF DIGITAL MARKETING
WHAT IS SEO?
GOOGLEBOT**

**MAJOR SEARCH ENGINE
TYPES OF SEO
WHAT IS KEYWORD**

CLASS 02



**GOOGLE INDEXING
BACKLINK
WEBSITE AGE
UX
INTERNAL BACKLINKS
NO FOLLOW BACKLINK**

**DO FOLLOW BACKLINK
ALEXA RANK
DOMAIN AUTHORITY
PAGE AUTHORITY**

CLASS 03



**COMPETITION ANALYSIS
KEYWORDS DENSITY
TITLE & META TAG OPTIMIZATION
SITE STRUCTURE ANALYSIS
H1,H2,H3 TAGS
IMAGE OPTIMIZATION
SOCIAL SIGNAL
WEBSITE SPEED CHECK**

**404 ERROR CHECKING
KEYWORD ANALYSIS**

CLASS 04



**FULL ARTICLE SEO
WORDPRESS WEBSITE SEO
WORDPRESS PLUGGING USE
YOAST SEO USING
GOOGLE ANALYTICS**

CLASS 05



**SEARCH ENGINE SUBMISSION
SOCIAL BOOKMARKING
BLOG COMMENTING
FORUM POSTING**

CLASS 06



**WHAT IS DOMAIN HOSTING?
WHAT IS BLOGGING?
WHAT IS GOOGLE ADSENSE ?
HOW TO START BLOGGING CARRIER
A TO Z GUIDELINE FOR BLOGGING
IMAGE OPTIMIZATION**

BLOGGING

CLASS 07



**FREELANCING CONCEPT
CREATE ACCOUNT FIVERR**

FIVERR

CLASS 08



SMS MARKETING

WHAT IS SMS MARKETING?
EXAMPLE OF SMS MARKETING
WHY NEED SMS MARKETING
WHAT IS SEO?
LIVE SMS MARKETING

CLASS 09



YOUTUBE MARKETING

WHAT IS YOUTUBE MARKETING
WHAT IS CHANNEL OPTIMIZATION
VIDEO UPLOAD
THUMBNAIL GENERATOR
YOUTUBE ORGANIC MARKETING
HOW TO MONETIZE YOUTUBE CANNEL

CLASS 10



FACEBOOK MARKETING

EXPLAIN OF FACEBOOK MARKETING?
FACEBOOK PAGE CREATION
FACEBOOK GROUP CREATION
IMPORTANCE OF PAGE PAGE AND GROUP
EXPLAIN OF SMM
SOCIAL MEDIA CONTENT CALENDAR

CLASS 11



**GENERATE BUSINESS CONCEPT
MARKET RESEARCH
COMPETITOR PAGE RESEARCH
ABOUT MASTER CARD / DUAL CURRENCY CARD
FACEBOOK BUSINESS MANAGER
FACEBOOK ADS MANAGER**

CLASS 12



**CREATE ADS CAMPAIGN
CUSTOM AUDIENCE
TYPE OF ADS EXPLANATION
WEBSITE TRAFFIC TO SO LE
INSTAGRAM ACCOUNT CONNECT**

CLASS 13



**IMAGE EDITING
THUMBNAIL GENERATE
POSTER DESIGN
BANNER CREATE
GIG CREATION**

CLASS 14



**CREATE LEAD AD CAMPAIGN
ADS REPORT
FACEBOOK PUBLISHING TOOLS USE
GOOGLE FORM CREATION
SHORT LINK**

CLASS 15



INSTAGRAM/PINTEREST MARKETING

**PINTEREST MARKETING
INSTAGRAM MARKETING
FACEBOOK RULES AND POLICY
EXPLAIN OF FACEBOOK BLUEPRINT**

CLASS 16



**FIVERR GIG PUBLISH
FIVERR EXAM**

CLASS 17



PAYONEER

**PAYONEER ACCOUNT CREATION
ACCOUNT VERIFICATION
LINK TO FIVERR ACCOUNT**

CLASS 18



Hunt Buyers
Data Scraping From social Media
Buyer hunting with E-Mail Marketing

CLASS 19



KWORK

Kwork Account Creation
SCO Clark introduction
Micro Niche Work

CLASS 19



- **Revision Class**



AKBOR SKILLS DEVELOPMENT