

Government of Pakistan

**National Vocational and Technical Training Commission**

**Prime Minister Hunarmand Pakistan Program,  
"Skills for All"**



**Course Contents/ Lesson Plan**

**Course Title:** Digital Marketing & Search Engine Optimization (SEO)

**Duration:** 6 Months

<b>Trainer Name</b>	
<b>Course Title</b>	<b>Digital Marketing &amp; SEO (Search Engine Optimization)</b>
<b>Objective of Course</b>	<p>The course offers in-depth exploration of fundamental concepts and theories influencing the online customer journey from a potential prospect to a buying customer. With the proper understanding of these, students would be able to design effective Digital Marketing campaigns on any channel and medium.</p> <p>The core and basic objective of this course is to enable the aspiring entrepreneurs decide what business to start and most importantly equip them with tools and knowledge to achieve initial traction &amp; scale by viable Digital Marketing. This course develops skills to identify emerging marketing opportunities by challenging conventional wisdom and going out of the box.</p> <p>Besides, great deal of emphasis is laid on new business idea created and distributing it with the help of hands-on world renowned conventional and unconventional marketing. Real time case studies and relevant articles would be integrated throughout the course.</p>

<p><b>Learning Outcome of the Course</b></p>	<p>After completing this course, students should be able to:</p> <ul style="list-style-type: none"> <li>• Understand the social media foundations</li> <li>• Be able to fully audit social media of any entity</li> <li>• Understand how to set up a simple yet powerful marketing strategy for your ecommerce or any other business online</li> <li>• Understand Buyer Journey and using it Get Sales in Your Business</li> <li>• Use advanced features of the most popular social networks</li> <li>• Understand the basics of various Social Media Platforms</li> <li>• In depth knowledge of Search Engine Optimization (SEO)</li> <li>• Optimize the social media pages including Facebook, LinkedIn profile.</li> <li>• Learn the power of Instagram</li> <li>• Use Google Business to benefit your local business and help your Search Engine Optimization.</li> <li>• In depth hands-on Google Ads</li> <li>• Understand the fundamentals of content marketing</li> <li>• Use Web 2.0 blogs to further expand your reach with SEO and content marketing.</li> <li>• Understand the Power of Social Media Communities And How Powerful They Can Be For Brand Building</li> <li>• Create highly optimized and high-quality paid ads.</li> </ul>
<p><b>Companies Offering Jobs in the respective trade</b></p>	<ol style="list-style-type: none"> <li>1. Freelancing on Upwork &amp; Fiverr</li> <li>2. Big Retail Businesses</li> <li>3. Software Houses</li> <li>4. Digital Marketing Agencies</li> <li>5. eCommerce Agencies</li> <li>6. B2B Businesses</li> </ol>
<p><b>Job Opportunities</b></p>	<p>All over the world there is a high demand in the Digital Marketing and Search Engine Optimization. Nowadays you will find websites and apps on everything plus the increase in online ecommerce business. This increase in usage of websites, apps android smart devices has created new opportunities for all to earn big and make a career out of this field. With the help of this course, we will be able to give technical trainings of Information Technology to our youth. There are also opportunities for start-up entrepreneurship due to the high demand in the market in following designated jobs;</p> <ul style="list-style-type: none"> <li>• Digital Marketing Experts</li> <li>• SEO Experts</li> </ul>

	<ul style="list-style-type: none"> <li>• Social Media Manager</li> <li>• Ecommerce Expert</li> <li>• eCommerce Startegist</li> <li>• Lead Generation</li> </ul>
<b>No of Students</b>	25
<b>Learning Place</b>	Classroom / Lab
<b>Instructional Resources</b>	<b>Learning Material:</b> <ul style="list-style-type: none"> <li>• Facebook Blueprint</li> <li>• Google Analytics Conversion University SEO MOZ, SE RoundTable, Ahrefs.com Searchenginejournal.com <b>Semrush.com</b></li> <li>• Digital Marketing related Books</li> <li>• Multiple Online Courses and Webinars from International Experts</li> </ul>

<b>Scheduled Week</b>	<b>Module Title</b>	<b>Learning Units</b>	<b>Remarks</b>
<b>Week 1/26</b>	<u><b>Module – 1</b></u> Introduction	<ul style="list-style-type: none"> <li>• Motivational Lecture</li> <li>• Course Introduction</li> <li>• Success stories</li> <li>• Job market</li> <li>• Course Applications</li> <li>• Institute/work ethics</li> <li>• Orientation &amp; Introduction to Entrepreneurship</li> <li>• Introduction to eCommerce</li> </ul>	
<b>Week 2/26</b>	Keywords Research	<ul style="list-style-type: none"> <li>• What Are Keywords?</li> <li>• Types of Keywords</li> <li>• Trends Monitoring and Rising Keywords as per your business/services category using Google Trends</li> <li>• Find out the keyword popularity according to region in Google Trends</li> <li>• Know the average monthly searches of your keyword(s) using Google Keyword Planner</li> <li>• Use Google Keyword Planner to extract</li> </ul>	

		<p>related keywords</p> <ul style="list-style-type: none"> <li>Criteria to finalize the list of keywords</li> </ul>	
<b>Week 3/26</b>	On Page	<ul style="list-style-type: none"> <li>How to write effective Title, Meta Description and Meta Keywords</li> <li>CTR – Click Through Rate</li> <li>Only being Top Ranked is not enough</li> <li>Heading Tags</li> <li>Why Content is KING?</li> <li>Keyword Placement in Content</li> <li>How the web content guidelines transform over the years?</li> </ul>	
<b>Week 4/26</b>	On Page	<ul style="list-style-type: none"> <li>Google Panda ( The Latest Content Writing Guidelines)</li> <li>Keyword density</li> <li>keyword stuffing (Over Optimization)</li> <li>HTML Tags, an SEO should know</li> <li>Image optimization</li> <li>Internal links</li> <li>URL/Permalinks</li> <li>The detailed discussion on User Experience and Navigation</li> <li>Implementation Redirect 301</li> <li>Why Robots.txt</li> <li>Role of a sitemap and how to create</li> <li>Anatomy of a SEO friendly Website</li> </ul>	
<b>Week 5/26</b>	Google Search Console	<ul style="list-style-type: none"> <li>Introduction To Google Webmasters Tools</li> <li>Setting Up Google Search Console</li> <li>Adding property to Search Console</li> <li>Verification</li> <li>Enable Email Notifications</li> <li>Sitemap submission to Google</li> <li>Search Appearance -&gt; HTML Improvement (Google Bot findings about your web pages)</li> <li>Search Traffic Report -&gt; The most important report</li> <li>Google Index -&gt;Index Status</li> <li>Crawl -&gt; Fetch As Google</li> <li>Robots.txt tester</li> <li>Critical Messages about your website</li> </ul>	
<b>Week 6/26</b>	Off Page	<ul style="list-style-type: none"> <li>In Depth Discussion About OFF Page SEO</li> <li>What Google says about backlinks?</li> <li>How to get backlinks?</li> </ul>	

<b>Week 7/26</b>	Off Page	<ul style="list-style-type: none"> <li>• Link popularity</li> <li>• Detailed explanation of Google Penguin</li> <li>• How Google checks the "naturalness" of the back links? <ul style="list-style-type: none"> <li>○ Linking building according to the guidelines of Google Penguin</li> </ul> </li> </ul>	
<b>Week 8/26</b>	Off Page	<ul style="list-style-type: none"> <li>• Types and methods of link building</li> <li>• Do-follow VS no-follow links</li> <li>• Link Building Platforms</li> </ul>	
<b>Week 9/26</b>	<b><u>Module - 2</u></b> Google Ads	<ul style="list-style-type: none"> <li>• Paid Search vs. Organic Search</li> <li>• The Psychology of Search</li> <li>• Relevance, ROI, Reach</li> <li>• Targeting</li> <li>• Ranking</li> <li>• Costs &amp; Payments</li> <li>• Search vs. Display</li> <li>• Reporting &amp; Performance Metrics</li> </ul>	
<b>Week 10/26</b>	Google Ads	<ul style="list-style-type: none"> <li>• Creating Ad Groups</li> <li>• Editing Ad Groups</li> <li>• Monitoring</li> <li>• Best Practices</li> <li>• Researching and identifying keywords and keyword phrases</li> <li>• Review match types</li> <li>• Discussing negative keywords</li> <li>• Aligning keywords with ad groups</li> </ul>	
<b>Week 11/26</b>	Google Ads	<ul style="list-style-type: none"> <li>• Text Ads</li> <li>• Image Ads</li> <li>• Video Ads</li> <li>• Mobile Ads</li> <li>• Rich Media Display Ads</li> <li>• Creating Enticing Ads</li> <li>• Testing New Ads</li> <li>• Best Practices</li> <li>• Google Search Network</li> <li>• Google Properties</li> <li>• Google Display Network</li> <li>• Mobile Targeting</li> <li>• Keyword Targeting</li> <li>• Language &amp; Location Targeting</li> <li>• Placement Targeting</li> <li>• Location Extensions</li> </ul>	

<p><b>Week 12/26</b></p>	<p><b><u>Module - 3</u></b></p> <p>Introduction to Facebook Ad's</p>	<ul style="list-style-type: none"> <li>• Introduction to Campaign Designing</li> <li>• Setting up Facebook Business Page</li> <li>• Identify the difference between Facebook Page and Facebook Group</li> <li>• Setting up Facebook Group and Leverage It for Marketing</li> <li>• Connecting Your WhatsApp and Instagram with Facebook Ads Manager</li> <li>• Types of Facebook Ads</li> <li>• How to Create Target Audience</li> <li>• Difference Between Custom Audience &amp; Look a Like Audience</li> <li>• How to Add Location in Bulk</li> <li>• Detailed Targeting &amp; Connections</li> <li>• Where and How to Place Facebook Ads</li> <li>• Difference Between Automatic &amp; Custom Placement</li> <li>• How to Create Block List</li> </ul>	
<p><b>Week 13/26</b></p>	<p>Facebook Ad Bidding</p>	<ul style="list-style-type: none"> <li>• Campaign Budget &amp; Schedule Procedure</li> <li>• Advance Budgeting Techniques</li> <li>• Optimization for Ad Delivery</li> <li>• Campaign Bid Strategy</li> </ul>	
<p><b>Week 14/26</b></p>	<p>Facebook Analytics/Facebook Pixel</p>	<ul style="list-style-type: none"> <li>• Understanding The Fundamental Of Facebook Analytics</li> <li>• Understanding Retargeting Strategy</li> <li>• How To Set Up Facebook Pixel</li> <li>• How To Create Custom Audience And Lookalike Audience</li> <li>• Create a Facebook Pixel</li> <li>• Measure the impact of your ads</li> <li>• Track Website Activities</li> <li>• Improve Your Return on Advertising</li> <li>• Reach New and Existing Customers</li> </ul>	
<p><b>Week 15/26</b></p>	<p><b>Mid-Term Assignment</b></p>		
<p><b>Week 16/26</b></p>	<p>Sales Funnel on Facebook</p>	<ul style="list-style-type: none"> <li>• Design Campaign of Brand Awareness Ads</li> <li>• How to get more Traffic on Website</li> <li>• Design Conversion Campaign</li> <li>• Design Store Visit Campaign</li> <li>• Campaign Analytics</li> <li>• Difference Between Reach, Engagement &amp; Impression</li> <li>• How to get maximum Engagement &amp;</li> </ul>	

		<p>Reach on Post</p> <ul style="list-style-type: none"> <li>• Get more Likes on Facebook Page</li> <li>• How to get maximum Responses on Facebook Event</li> <li>• Message Campaign   Messenger Setup</li> <li>• Sponsored Message   WhatsApp Campaign</li> <li>• Create App Install Ad Campaign</li> <li>• Learn the Power of Facebook Insights</li> <li>• How to Create Ad Reports</li> <li>• Run tests, learn what works, grow your business</li> </ul>	
<b>Week 17/26</b>	Instagram + Twitter	<ul style="list-style-type: none"> <li>• Introduction to Instagram</li> <li>• How to Create Instagram Account</li> <li>• Instagram for Business</li> <li>• How to link Instagram to Facebook Page</li> <li>• Instagram Buying Objectives</li> <li>• Instagram Ad Formats</li> <li>• Building Your Mobile Presence with Instagram Business Tools</li> <li>• Bring Your Business Story to Life with Instagram Stories</li> <li>• Instagram Buying Objectives</li> <li>• How to Buy Instagram Ads</li> <li>• Image &amp; Video Testing Tools</li> <li>• Introduction to Twitter</li> <li>• What is Twitter &amp; why you should use it</li> <li>• Advanced Twitter Strategies</li> <li>• Establish Your Twitter Presence</li> <li>• How to use Twitter for Business and Marketing</li> <li>• How to get more retweets on Twitter</li> <li>• Discover how measure your Twitter strategy using monitoring tools</li> </ul>	
<b>Week 18/26</b>	LinkedIn Marketing	<ul style="list-style-type: none"> <li>• LinkedIn Marketing for Personal Branding</li> <li>• LinkedIn Marketing for Business</li> <li>• Setting Up LinkedIn Ads Campaign</li> </ul>	
<b>Week 19/26</b>	YouTube Marketing	<ul style="list-style-type: none"> <li>• Introduction</li> <li>• Keyword Research For YouTube Ranking</li> </ul>	



		<ul style="list-style-type: none"> <li>• The Role of Backlinks in Ranking</li> <li>• Introduction</li> <li>• Optimizing Title</li> <li>• Optimizing Description</li> <li>• Optimizing Tags</li> <li>• Custom Thumbnails</li> <li>• Closed Captions</li> <li>• Playlists</li> <li>• Keywords in Comments</li> <li>• Keywords in Filenames</li> <li>• Changing Metadata Over Time</li> <li>• Unsubscribed Trailers</li> <li>• Monetize Through Services</li> <li>• Monetize Through Google Ads</li> <li>• Sell Things on YouTube</li> <li>• Grab Leads</li> <li>• Get Traffic To Your Site</li> </ul>	
<b>Week 20/26</b>	Fundamentals of Google Analytics	<ul style="list-style-type: none"> <li>• Introduction To Google Analytics</li> <li>• Setting up Google Analytics</li> <li>• Dashboard statistics</li> <li>• Real Time Reporting</li> <li>• Predefined Reports</li> <li>• How to create Custom Reports</li> <li>• Goals</li> <li>• Filters</li> <li>• Google Ads Linking With Google Analytics</li> </ul>	
<b>Week 21</b>	<p>Employable Project/Assignment (6 weeks i.e. 21-26) in addition of regular classes.</p> <p style="text-align: center;"><b>OR</b></p> <p>On job training ( 2 weeks)</p>	<ul style="list-style-type: none"> <li>• Guidelines to the Trainees for selection of students employable project like final year project (FYP)</li> <li>• Assign Independent project to each Trainee</li> <li>• A project based on trainee’s aptitude and acquired skills.</li> <li>• Designed by keeping in view the emerging trends in the local market as well as across the globe.</li> <li>• The project idea may be based on Entrepreneur.</li> <li>• Leading to the successful employment.</li> <li>• The duration of the project will be 6 weeks</li> <li>• Ideas may be generated via different sites such as:  <a href="https://1000projects.org/">https://1000projects.org/</a>  <a href="https://nevonprojects.com/">https://nevonprojects.com/</a> </li> </ul>	

		<p><a href="https://www.freestudentprojects.com/">https://www.freestudentprojects.com/</a></p> <p><a href="https://technofizi.net/best-computer-science-and-engineering-cse-project-topics-ideas-for-students/">https://technofizi.net/best-computer-science-and-engineering-cse-project-topics-ideas-for-students/</a></p> <ul style="list-style-type: none"> <li>• Final viva/assessment will be conducted on project assignments.</li> <li>• At the end of session the project will be presented in skills competition</li> <li>• The skill competition will be conducted on zonal, regional and National level.</li> <li>• The project will be presented in front of Industrialists for commercialization</li> <li>• The best business idea will be placed in NAVTTC business incubation center for commercialization.</li> </ul> <p>-----</p> <p style="text-align: center;"><b>OR</b></p> <p><b>On job training for 2 weeks:</b></p> <ul style="list-style-type: none"> <li>• Aims to provide 2 weeks industrial training to the Trainees as part of overall training program</li> <li>• Ideal for the manufacturing trades</li> <li>• As an alternate to the projects that involve expensive equipment</li> <li>• Focuses on increasing Trainee's motivation, productivity, efficiency and quick learning approach.</li> </ul>	
<b>Week 22/26</b>	Fundamentals of Google Analytics	<ul style="list-style-type: none"> <li>• Google Analytics data collection</li> <li>• Categorizing into users and sessions</li> <li>• Applying configuration settings</li> <li>• Storing data and generating reports</li> <li>• Creating a measurement plan</li> </ul>	
<b>Week 23/26</b>	Work Ethics	<ul style="list-style-type: none"> <li>• Integrity</li> <li>• Emphasis on Quality of Work</li> <li>• Professionalism</li> <li>• Discipline</li> <li>• Sense of Responsibility</li> <li>• Sense of Teamwork</li> <li>• Manage your time wisely</li> <li>• Observe deadlines</li> <li>• Be honest</li> </ul>	

<b>Week 24/26</b>	VA + Freelancing	<ul style="list-style-type: none"> <li>• Define Virtual Assistance</li> <li>• Define freelancing</li> <li>• Identify different types of freelance marketplaces</li> <li>• Identify pros and cons to freelancing</li> <li>• Identify and apply their strengths/skills in freelance market.</li> <li>•</li> </ul>	
<b>Week 25/26</b>	VA + Freelancing	<ul style="list-style-type: none"> <li>• Sign up as a freelancer at different platforms</li> <li>• Create an effective profile on freelance platforms</li> <li>• Search the right projects</li> <li>• Write a winning proposal</li> <li>• Define the importance of communication skills</li> </ul>	
<b>Week 26/26</b>	<b>Entrepreneurship and Final Assessment in project</b>	<ul style="list-style-type: none"> <li>• Job Market Searching</li> <li>• Self-employment</li> <li>• Freelancing sites</li> <li>• Introduction</li> <li>• Fundamentals of Business Development</li> <li>• Entrepreneurship</li> <li>• Startup Funding</li> <li>• Business Incubation and Acceleration</li> <li>• Business Value Statement</li> <li>• Business Model Canvas</li> <li>• Sales and Marketing Strategies</li> <li>• How to Reach Customers and Engage CxOs</li> <li>• Stakeholders Power Grid</li> <li>• RACI Model, SWOT Analysis, PEST Analysis</li> <li>• SMART Objectives</li> <li>• OKRs</li> <li>• Cost Management (OPEX, CAPEX, ROCE etc.)</li> </ul> <p>Final Assessment</p>	

#### List of Machinery / Equipment

Sr. No	Name of item as per curriculum	Quantity physically available at the training location
1	Computers Minimum Corei5 <ul style="list-style-type: none"> <li>• LCD Display 17" with built in speakers</li> </ul>	25

2	DSL Internet Connection (Minimum 1 MB)	Available on every PC
3	<b>Accessories/Devices</b> <ul style="list-style-type: none"> <li>● Connectors</li> <li>● Multimedia</li> <li>● Printer (NW printer)</li> <li>● Audio/visual aid</li> <li>● White Board</li> <li>● Pin Board</li> <li>● Flip Chart Board</li> <li>● Hard copy of Training Material</li> </ul>	Available
5	<b>Wires, data cables, power plugs, power supply</b>	For every PC
6	<b>UPS</b>	Available
7	<b>Generator / Solar Backup</b>	Available
8	<b>Air Conditioner (2 Tons)</b>	Available

### 1. Software List

Sr. No	Software Name
1.	No Specific Requirement

### 2. Minimum Qualification of Teachers / Instructor

The qualification of teachers / instructor of this course should be minimum **of bachelors in Computer science with minimum 3 years of experience** in relevant trade.

- Bachelors of Computers Science / IT (Hons)

### 3. Supportive Notes

#### Teaching Learning Material

Books Name	Author

Facebook Blueprint	Facebook
Multiple Online Courses and Webinars from International Experts	
Digital Marketing related Books	