

## 6-Month Digital Marketing Roadmap (Complete Syllabus)

*Beginner → Advanced → Job-Ready*

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### Month 1 — Digital Marketing Foundations

#### 1. Introduction to Digital Marketing

- What is digital marketing
- Types of digital marketing
- Traditional vs digital marketing
- Buyer journey, sales funnel
- Understanding target audience
- Market research basics

#### 2. Branding Basics

- Brand positioning
- USPs, value proposition
- Creating brand persona
- Understanding competition

#### 3. Website Basics

- What is a website & hosting
- Domain, hosting, SSL
- WordPress basics
- Website structure & UX fundamentals

#### 4. Tools to Learn

- Google Workspace
- ChatGPT & AI tools
- WordPress
- Google Trends

- Canva (design basics)
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## ✦ Month 2 — SEO (Search Engine Optimization)

### 1. SEO Foundation

- What is SEO
- How search engines work
- Types of SEO (On-page, Off-page, Technical)

### 2. Keyword Research

- User intent
- Keyword types
- Tools:
  - Google Keyword Planner
  - Ubersuggest
  - Ahrefs / SEMrush (basic use)

### 3. On-Page SEO

- Title, meta description
- H1, H2, keyword placement
- Image optimization
- Internal linking
- URL structure
- Content optimization

### 4. Technical SEO

- Sitemap
- Robots.txt
- Website speed
- Mobile SEO

- Core Web Vitals
- Structured data basics

## 5. Off-Page SEO

- Backlinks
- Guest posting
- Social bookmarking
- Directory submission

## 6. Tools

- Google Search Console
  - Google Analytics (GA4)
  - Screaming Frog (basic)
  - Moz
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## Month 3 — Social Media Marketing (SMM) + Content Marketing

### 1. Social Media Strategy

- Social media platforms overview
- Organic vs paid marketing
- Building brand voice
- Content planning

### 2. Platform-Wise Training

- Facebook marketing
- Instagram marketing
- TikTok basics
- LinkedIn marketing
- YouTube SEO basics
- Twitter (X) marketing

### 3. Content Creation

- Content types
- Writing captions
- Creating reels & shorts
- Visual storytelling
- Hashtag strategy
- Content calendar creation

### 4. Tools

- Canva advanced
  - CapCut / InShot
  - Buffer / Hootsuite
  - Meta Business Suite
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## Month 4 — Google Ads + Meta Ads + Email Marketing

### 1. Google Ads Training

- Intro to PPC
- Campaign types:
  - Search
  - Display
  - Video
  - Shopping
  - App
- Keywords & match types
- Ad writing
- Bidding strategies
- Conversion tracking basics

## 2. Meta (Facebook/Instagram) Ads

- Campaign structure
- Audience targeting
- Custom & Lookalike audiences
- Retargeting
- Pixel installation

## 3. Email Marketing

- Email templates
- Lead magnets
- Newsletter strategy
- Segmentation
- A/B testing
- Tools: Mailchimp / Sendinblue

## 4. Landing Pages

- What is a landing page
  - High converting landing page design
  - Tools: Systeme.io, WordPress
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## Month 5 — Analytics, Automation, Funnels & Freelancing

### 1. Analytics & Reporting

- Google Analytics GA4 deep dive
- Metrics:
  - Users
  - Sessions
  - Conversion rate
- Creating dashboards

- UTM tracking

## **2. Marketing Funnel**

- Awareness → Consideration → Conversion
- Lead generation process
- Lead nurturing
- Retargeting campaigns

## **3. Marketing Automation**

- Basic automation flows
- Email drip campaigns
- Chatbots automation (ManyChat)

## **4. AI Tools for Digital Marketing**

- ChatGPT workflows
- Jasper
- Canva AI
- VidIQ / TubeBuddy

## **5. Freelancing Skills**

- Making portfolio
- How to pitch clients
- Creating service packages
- Using Fiverr, Upwork

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## **Month 6 — Capstone Projects + Strategy Building + Job Preparation**

### **1. Capstone Projects (Practical Work)**

You will complete 3 full projects:

- 1. SEO Project:**
  - Keyword research

- On-page optimization
- Writing SEO-content
- GSC setup

## 2. **Google Ads Project:**

- Setup PPC campaign
- Create search + display ads

## 3. **Social Media Campaign Project:**

- Create content calendar
- Run engagement/traffic ads

## 2. **Digital Marketing Strategy**

- Monthly marketing plan
- Budget planning
- KPI setting
- Competitor analysis
- Funnel planning

## 3. **Portfolio Preparation**

- Case studies
- Screenshots of campaigns
- Ad results
- SEO reports

## 4. **Job/Client Preparation**

- Resume for digital marketers
  - Common interview questions
  - How to present your portfolio
  - Client onboarding template
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 **Summary (Quick View)**

<b>Month</b>	<b>Focus Areas</b>
1	Basics + Branding + Website
2	SEO (complete)
3	SMM + Content Marketing
4	Google Ads + Meta Ads + Email
5	Analytics + Funnels + Automation
6	Projects + Strategy + Portfolio