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Advanced

# AI Digital Marketing Course



*“Where Digital Learning Begins”*

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कौशल विकास और  
उद्यमशीलता मंत्रालय  
MINISTRY OF  
SKILL DEVELOPMENT  
AND ENTREPRENEURSHIP



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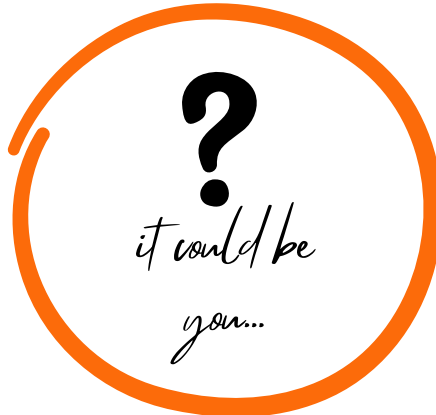
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## **CHAPTER - 1**

### **INTRODUCTION TO DIGITAL MARKETING & AI**

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- Introduction to Marketing
- Traditional vs Digital Marketing
- Digital Marketing Channels
- Scope of Digital Marketing in 2026
- Career Opportunities in Digital Marketing

### **AI INTEGRATION**

- Introduction to Artificial Intelligence
- Difference Between AI, Machine Learning & Generative AI
- How AI is Changing Marketing
- Overview of AI Tools Used in Marketing
- ChatGPT • Gemini • Perplexity • Grok • Canva AI • Claude

## **CHAPTER - 2**

### **MARKET RESEARCH & ANALYSIS**

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- Keyword Research
  - (AI and Traditional Keyword Research Both Focus on Matching User Intent)
- Competitor Analysis
  - (Tools: ChatGPT, Perplexity, Semrush, Ahrefs, Claude)
- Buyer Persona - with AI
- Content Strategy
  - (Intent-First Content Strategy: AI and Traditional Methods)
- Search Intent
  - (Search Intent Across Paid & Organic Channels)
- Funnel-based targeting
  - Tofu, Mofu, Bofu

## **CHAPTER - 3**

### **PROMPT ENGINEERING FOR MARKETERS**

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- What is a Prompt?
- Prompt Structure
- Role-Based Prompting
- Few-Shot Prompting

- Chain of Thought Prompting
- Writing Better Prompts for SEO
- Social Media • Ads • Email Marketing • ContentWriting

## **CHAPTER - 4**

### **BASIC OVERVIEW OF WEBSITE CREATION & PLANNING**

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- Domain and Hosting
- WordPress Setup
- Basic Website Structure
- Landing Pages
- WordPress Plugins

## **CHAPTER - 5**

### **AI CONTENT PLANNING**

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- Blog Planning using ChatGPT
- AI Tools for Long-form Content Planning
- AI-Driven Headline Planning for Better Engagement
- AI-Powered Product Descriptions That Drive Orders Using Intent Matching
- Conversational FAQs Built Around Real User Intent

## **CHAPTER - 6**

### **SEO + AI SEO + AEO + GEO**

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- SEO Fundamentals
- What is Search Engine Optimization?
- What are Search Engines? How They Work
- Types of SEO
- SEO Practices
- Google Major Updates

## **CHAPTER - 6.1**

### **ON-PAGE SEO**

---

- Title, URL, Meta Description, and Keyword Optimization
- Heading Hierarchy Tags, Keyword Density, Keyword Proximity, Keyword Prominence
- Image Optimization
- Content Optimization
- Anchor Text Optimization, Pillar Page, and Topics Cluster
- The Art of Storytelling with Your Content

## **CHAPTER - 6.2**

### **OFF PAGE SEO**

---

- Social Sharing
- Guest Blogging
- Web 2.0
- Social Bookmarking
- Business Listing
- Profile Creation
- Q&A (Quora, Reddit)
- PDF Submission
- Video Submission
- Link Building Guide: Link Quality and Link Diversity
- No Follow Do Follow, Backlinks

## **CHAPTER - 6.3**

### **TECHNICAL SEO ANALYSIS**

---

- Website & URL Structure
- SSL Analysis
- Responsive Check
- Breadcrumb
- UI/UX Role
- Core Web Vitals
- Robot.txt
- Canonicalization (URL & IP Canonicalization)
- Keyword Cannibalisation Analysis
- Redirects 302, 303, 301
- Sitemaps (HTML & XML)
- Schema Markup

## **CHAPTER - 6.4**

### **LOCAL SEO**

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- Google Business Profile, Bing Places for Business
- Citation for Local SEO
- GEO Tagging & Regular Updation Roles

## **CHAPTER - 6.5**

### **AI INTEGRATION IN SEO**

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- AI Keyword Clustering
- AI Content Brief Creation
- SEO Content Outline using AI
- AI Meta Title and Description Generator
- AI-based Internal Linking Strategy
- AI for Topic Clusters and Pillar Pages
- Using AI for Schema Markup Suggestions AI SEO Tools
  - ChatGPT , Claude, Gemini, Semrush AI, Ubersuggest, Ahrefs, Rank Math AI, Yoast SEO

## **CHAPTER - 6.6**

### **LLM SEO & SEARCH GENERATIVE EXPERIENCE**

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- What are LLMs?
- GEO (Generative Engine Optimization)
- Ranking Content for AI Search Engines
- Search Behaviour in ChatGPT and Google Gemini, Perplexity, Grok, Claude
- Writing Content for Featured Snippets & AI Overviews, AI mode, Chat GPT, Gemini

## **CHAPTER - 6.7**

### **GOOGLE SEARCH CONSOLE TOOLS & BING WEBMASTER**

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- Webmaster/Search Console Verification
- Search Appearance Overview
- Understanding Search Analytics
- Site Backlink Analysis
- Managing Spam Backlinks Using Google Disavow Tool
- Managing International and Local Ranking
- Google Indexing
- Understanding Crawling and Its Issues With Bing Webmaster

## **CHAPTER - 6.8**

### **GOOGLE ANALYTICS 4 [GA4]**

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- Overview of Google Analytics
- Tracking Codes for Websites
- User Behaviour and User Flow

- Getting Insight of User Behaviour
- Traffic Analysis
- Goal Setup Using Tag Manager

## **CHAPTER - 6.9**

### **SEARCH BEHAVIOUR**

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- CTR Role in SEO
- Search Spam (Japanese Hack, Pharmacy Hack, Casino Hack) etc.

## **CHAPTER - 6.10**

### **SEO REPORTING**

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- Guide to Creating Reports

## **CHAPTER - 7**

### **SOCIAL MEDIA OPTIMIZATION + AI CREATIVES**

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- Facebook Marketing
- Instagram Marketing
- LinkedIn Marketing
- YouTube Marketing

## **AI INTEGRATION**

- AI for Social Media Content Calendar
- AI Caption Generator
- AI Hashtag Generator
- AI-based Viral Hook Writing
- AI for Audience Research
- AI-based Engagement Strategy

## **CHAPTER - 8**

### **META ADS + AI**

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- Facebook Ads Structure
- Instagram Ads
- Audience Targeting
- Retargeting
- Pixel
- AI Audience Suggestions
- AI Ad Creative Generation

- A/B Testing
- Facebook Business Portfolio
- Whatsapp Marketing

## **CHAPTER - 9**

### **AI GRAPHIC DESIGNING**

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- Canva AI
- Magic Design
- AI Background Remover
- AI Text to Image (Gemini, Chat GPT)
- Banner and Post Design using Canva AI
- Thumbnail Design with AI

## **CHAPTER - 10**

### **GOOGLE ADS + AI AD OPTIMIZATION**

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- Google Search Ads Display Ads
- Video Ads
- Shopping Ads
- Performance Max
- ConversionTracking

## **AI INTEGRATION**

- AI-generated Ad Headlines and Descriptions AI for Keyword Selection
- AI Bidding Suggestions
- AI for Ad Copy Testing
- AI-based Competitor Ad Analysis
- AI Tools for PPC:
  - Google Ads AI • ChatGPT • Semrush • SpyFu

## **CHAPTER - 11**

### **EMAIL MARKETING**

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- Email Strategy
- Segmentation
- Personalization
- Automation
- Deliverability

## **AI INTEGRATION**

- AI Email Subject Lines
- AI Personalized Email Copy AI Email Sequence Creation
- AI for Newsletter Content

## **CHAPTER - 11.1**

### **WHATSAPP & SMS MARKETING**

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- WhatsApp Campaigns
- SMS Marketing
- Broadcast Strategy
- Compliance

## **CHAPTER - 12**

### **VIDEO MARKETING**

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- YouTube Marketing
- Video SEO
- YouTube Monetization

## **AI INTEGRATION**

- AI Video Script Writing
- AI Voiceover Tools

## **CHAPTER - 13**

### **E-COMMERCE, AMAZON & AFFILIATE MARKETING WITH AI**

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- Amazon Listing Optimization
- Product Research
- Product Descriptions
- Product SEO

## **AI INTEGRATION**

- AI Product Description Generator
- AI Review Analysis
- AI Product Title Generator
- AI Image Prompt Writing

## **CHAPTER - 13.1**

### **AFFILIATE MARKETING**

---

- Introduction to Affiliate Marketing
- How the Affiliate Marketing Model Works
- Affiliate Marketing For Increasing Sales And Earning Money
- Apply and Approval Process of Different Affiliates

## **CHAPTER - 13.2**

### **GOOGLE ADSENSE**

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- Google AdSense Account Requirements and Eligibility
- Different Types of Ad Format
- Types of Earning
- Payment Procedure

## **CHAPTER - 14**

### **FREELANCING IN DIGITAL MARKETING**

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- Freelancing Platforms
- Portfolio Building
- Proposal Writing

## **AI INTEGRATION**

- AI Proposal Generator
- AI Resume Builder
- AI LinkedIn Profile Optimization
- AI Portfolio Content
- AI Interview Preparation

## **CHAPTER - 15**

### **ONLINE REPUTATION MANAGEMENT**

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- Online Reputation Management: An Overview
- Managing Negative Feedback
- ORM Techniques
- Manually Tracking Audience Behaviour

## **CHAPTER - 16**

### **FINAL ASSESSMENT**

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- Students must create a complete AI-driven digital marketing campaign for one business.
- Market Research
- Buyer Persona
- Website Plan
- SEO Strategy
- Social Media Calendar
- Google Ads Campaign
- Meta Ads Campaign Email Funnel
- Analytics Dashboard
- AI-generated Creatives
- Portfolio Building
- 40+ AI Marketing Prompts

## **CHAPTER - 17**

### **CERTIFICATIONS INCLUDED**

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- Google Ads Search Certification
- Google Ads Display Certification
- Google Ads Video Certification
- Google Ads Shopping Ads Certification
- Google Ads Apps Certification
- Google Ads Measurement Certification
- AI-Powered Performance Ads Certification
- SemRush SEO Certification
- WH Certification

## **CHAPTER - 18**

### **INTERVIEW PREPARATION & CAREER COUNSELLING**



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**NOW**

~~tommorow~~



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