

CODELYNX EDUCATION

DIGITAL MARKETING SYLLABUS (2026)

1. Digital Marketing Fundamentals

- Introduction to Digital Marketing
- Digital Marketing Channels
- Marketing Funnel
- Market Research
- Competitor Analysis
- Website Basics

2. Search Engine Optimization (SEO)

- SEO Basics
- Keyword Research
- On-Page SEO
- Off-Page SEO
- Technical SEO
- Backlink Building

Tools

- GOOGLE SEARCH CONSOLE
- UBER SUGGEST

3. Social Media Marketing (SMM)

- Social Media Strategy
- Facebook Marketing
- Instagram Marketing
- LinkedIn Marketing
- Content Planning
- Audience Engagement

4. Paid Advertising

- Google Ads Basics
- Search Ads
- Display Ads
- Facebook Ads
- Instagram Ads



- Campaign Optimization

5. Content Marketing & Email Marketing

- Content Marketing Strategy
- Blog Writing
- Copywriting Basics
- Email Marketing
- Newsletter Campaigns

Tools

- MAILCHIMP

6. Analytics & Marketing Automation

- Google Analytics
- Traffic Analysis
- Conversion Tracking
- Marketing Reports
- Campaign Optimization

Final Project-

1-SEO Website Optimization

2-SOCIAL Media Marketing Campaign

