

Digital Marketing

Industrial Training Syllabus — 45 Days | 90 Days | 6 Months

About the Programme

This programme trains students to plan and run marketing for a business online — bringing in search traffic, running paid campaigns, building an audience on social platforms and measuring what actually works. Every module is taught on live accounts and real websites, so students finish with work they can show, not just notes.

Programme Options

Duration	Approx. Training Hours	Level & Outcome
45 Days	Around 90 hours	Beginner. Covers the core of SEO, Google Ads and social media, with one full project. Suitable for college training requirements.
90 Days	Around 180 hours	Beginner to intermediate. Adds technical SEO, full Google Ads and Meta Ads, analytics and reporting, with four projects.
6 Months	Around 380 hours	Beginner to job-ready. Full specialist training with live client work, agency workflow and placement preparation.

Who Can Join

- Students of B.Tech, BCA, MCA, B.Sc (IT/CS), BBA, MBA, B.Com and similar streams
- Final-year students who need industrial training or an internship for their college requirement
- Graduates looking to start a career in this field
- Working professionals and business owners who want practical, hands-on skills
- No prior experience needed for the 45-day and 90-day programmes; basic computer use is enough

How the Training Runs

- Classroom and online batches, weekday and weekend options
- Roughly 2 hours of instruction per day, 5 days a week, plus daily practice time
- Every topic is taught on real tools and real accounts, not slides alone
- Small batches so each student gets individual feedback on their work

- Recorded sessions and notes shared after every module

45-Day Programme — Digital Marketing Foundation

A short, practical course for students who need industrial training within a semester break. It covers the four areas that get hired first: SEO, Google Ads, social media and reporting.

Module Plan

Week	Topics Covered
Week 1 Digital Basics & Website Setup	How the internet and search engines work; the main digital channels and where each one fits; understanding how a customer decides to buy; domain, hosting and DNS; installing WordPress; pages, menus and site structure; setting up a practice website each student will use through the course.
Week 2 SEO — On-Page	How ranking works; keyword research using Keyword Planner and free tools; understanding search intent; title tags, meta descriptions and headings; URL structure; image naming, compression and alt text; internal linking; writing page content that reads well and ranks.
Week 3 SEO — Off-Page, Local & Technical	How backlinks work and how to earn them; directory listings, business profiles and guest posting; Google Business Profile setup and optimisation; local citations and review handling; XML sitemaps, robots.txt and indexing; mobile friendliness and page speed; Google Search Console setup and reading its reports.
Week 4 Google Ads	Account and campaign structure; building a search campaign step by step; keyword match types and negative keywords; writing responsive search ads; ad assets and extensions; budgets, bidding and Quality Score; setting up conversion tracking; reading reports and making changes based on them.
Week 5 Social Media Marketing	Facebook and Instagram business setup; content planning and a posting calendar; making post creatives in Canva; Meta Ads Manager — objectives, audiences, placements and budgets; why boosting a post is not the same as running a campaign; LinkedIn company page and posting; YouTube channel setup and video optimisation.
Week 6 Email, Content & Reporting	Email marketing with Mailchimp; building a list and setting up a simple automation; WhatsApp Business for lead follow-up; blog and content planning; Google Analytics 4 basics — traffic sources, engagement and conversions; building a monthly client report; introduction to Looker Studio dashboards.
Final Days Project & Career Prep	Capstone project — a complete digital marketing plan and setup for one real business; presentation to a trainer panel; resume and portfolio building; common interview questions and a mock interview.

Practical Work in This Programme

- A live practice website built and optimised by the student
- Keyword research and on-page optimisation for a real site
- A running Google Ads search campaign with conversion tracking
- A 30-day social media content calendar with creatives
- One monthly performance report in client-ready format

90-Day Programme — Advanced Digital Marketing

This programme includes everything in the 45-day course and then goes considerably deeper. Students learn to audit a website, run paid campaigns across several platforms, set up proper tracking and report on results the way an agency does.

Module Plan

Weeks	Topics Covered
Weeks 1–2 Foundations & Website Skills	Digital channels and customer journey; competitor and market research; domain, hosting and cPanel; WordPress with Elementor; building landing pages that convert; basic HTML and CSS for marketers; forms and lead capture; page speed basics; keeping a site secure and backed up.
Weeks 3–5 Search Engine Optimisation	Keyword clustering and topic mapping; search intent and content briefs; competitor gap analysis; full on-page optimisation; technical audit using Screaming Frog; crawling, indexing, canonical and redirect issues; schema markup; Core Web Vitals; site migration checklist; link building outreach and email pitching; local SEO for multiple locations; e-commerce SEO basics; Search Console in depth.
Weeks 6–8 Google Ads & Search Advertising	Search, Display, Video, Shopping and Performance Max campaigns; Google Tag Manager and conversion tracking; audience lists and remarketing; bidding strategies and budget pacing; ad copy testing; landing page relevance; Merchant Center and product feeds; a repeatable weekly optimisation routine; running a full account audit; Microsoft Ads overview.
Weeks 9–10 Meta & Other Paid Channels	Meta Pixel and Conversions API setup; campaign objectives and buying types; custom, lookalike and interest audiences; creative testing and spotting ad fatigue; catalogue and dynamic ads; LinkedIn Ads for B2B; reading the numbers and deciding what to scale, fix or stop.
Week 11	GA4 events, key events and audiences; Google Tag Manager tags, triggers and variables; UTM tagging discipline; call and

Weeks	Topics Covered
Analytics, Tracking & Reporting	form tracking; Looker Studio dashboards; attribution basics; presenting results to a client who is not technical.
Week 12 Content, Organic Social & CRO	Content marketing calendar and repurposing; blog writing and editing; short-form video for reach; influencer and collaboration basics; email automation flows; conversion rate optimisation — landing page structure, A/B testing, heatmaps and session recordings.
Week 13 Capstone, Agency Workflow & Placement	One live client-style project taken end to end; writing a proposal and pricing the work; freelancing platforms and getting first clients; client communication and monthly reporting rhythm; portfolio; certification preparation and mock interviews.

Projects Completed

- Full SEO audit and action plan for a live website
- Google Ads account built, tracked and optimised over several weeks
- Meta Ads campaign with creative testing and audience research
- A Looker Studio dashboard pulling from GA4, Search Console and ad platforms
- A complete client proposal with strategy, timeline and pricing

6-Month Programme — Professional Digital Marketing

The full programme. Students go from basics to running campaigns on live accounts under supervision, with an in-house internship phase, agency workflow training and placement support at the end.

Phase Plan

Phase	Topics Covered
Phase 1 Weeks 1–4 Foundations & Web Skills	Digital channels and how they work together; customer journey and buying stages; market, audience and competitor research; domain, hosting and server basics; WordPress with Elementor; landing page design; basic HTML and CSS; copywriting for web pages, ads and emails; making creatives in Canva; brand tone and messaging.
Phase 2 Weeks 5–9 Search Engine Optimisation	Keyword research and topic clustering; content strategy and briefs; complete on-page optimisation; technical SEO — crawling, indexing, canonicals, redirects, log file basics, schema, Core Web Vitals; site audits with Screaming Frog, Ahrefs and Semrush; link building and digital PR; local SEO and Google Business Profile at scale; e-commerce SEO; multi-location and multi-language setups; optimising content so it gets picked up in AI-generated search results; reporting on SEO progress.

Phase	Topics Covered
Phase 3 Weeks 10–14 Paid Media	Google Ads across Search, Display, Video, Shopping, Demand Gen and Performance Max; Merchant Center and feed management; Microsoft Ads; Meta Ads including Pixel, Conversions API, catalogues and creative strategy; LinkedIn Ads; YouTube advertising; app install campaigns; introduction to programmatic and display networks; budget planning, forecasting and scaling; full account audits and turnaround plans.
Phase 4 Weeks 15–17 Analytics & Data	GA4 in depth — data model, events, key events, audiences, explorations; Google Tag Manager including a look at server-side tagging; UTM governance; attribution models and their limits; Looker Studio dashboards; spreadsheets for marketers — pivot tables, lookup formulas, cleaning exports; a working exposure to SQL for pulling data; turning numbers into decisions.
Phase 5 Weeks 18–20 CRO, Automation & E-commerce	Funnel mapping and drop-off analysis; landing page testing and heatmaps; email and SMS automation; CRM basics with HubSpot or Zoho; lead scoring and nurture sequences; marketplace marketing on Amazon and Flipkart; affiliate marketing; retention and repeat purchase campaigns.
Phase 6 Weeks 21–24 Live Work & Career	In-house internship on live client accounts under a senior's supervision; how an agency runs — onboarding, scoping, timelines, quality checks; client servicing and difficult conversations; sales calls, proposals, pricing and retainers; personal branding and LinkedIn; certification preparation for Google Ads, GA4 and Meta Blueprint; portfolio, resume, mock interviews and placement drive.

Live Work and Portfolio Output

- Supervised work on at least two live client accounts during the internship phase
- A full-scale SEO project taken from audit to measurable ranking improvement
- Paid campaigns managed across Google and Meta with real budgets
- An e-commerce marketing plan covering search, paid, email and marketplace
- A complete case study document for each major project, ready for interviews

Assessment and Certification

How Students Are Evaluated

Component	Weight	Details
Daily and weekly assignments	25%	Practical tasks submitted after each topic and reviewed by the trainer
Module tests	20%	Short written and practical tests at the end of every module
Projects	35%	Graded on approach, execution, quality of work and documentation
Final viva and presentation	15%	Student presents the capstone project to a review panel
Attendance and participation	5%	Minimum 75% attendance required to sit the final review

What Every Student Receives

- Industrial training certificate from SEO Quartz with the duration mentioned
- Separate project completion certificate and a signed project report for college submission
- Complete study material, checklists, templates and recorded sessions
- A portfolio of finished work that can be shown to employers or clients
- Resume and LinkedIn profile review, mock interviews and placement assistance
- Continued access to the trainer group for doubts after the course ends

Tools and Platforms Covered

Google Search Console, Google Analytics 4, Google Tag Manager, Google Ads, Google Merchant Center, Google Business Profile, Looker Studio, Keyword Planner, Ahrefs, Semrush, Screaming Frog, Ubersuggest, Meta Business Suite and Ads Manager, LinkedIn Campaign Manager, Microsoft Ads, YouTube Studio, WordPress, Elementor, Mailchimp, HubSpot, Canva, Hotjar and Google Sheets.

Roles Students Can Apply For

- SEO Executive and Senior SEO Executive
- Google Ads / PPC Executive and Paid Media Specialist
- Social Media Executive and Social Media Manager
- Performance Marketing Executive
- Content and Email Marketing Executive

- Digital Marketing Analyst
- Digital Marketing Manager (with the 6-month programme and some experience)
- Freelance digital marketer or independent agency owner

SEO Quartz | seoquartz.com | Syllabus is reviewed and updated every quarter to match current industry practice.