



ABOUT US

Digital Discovery Institute (DDI) (**Training Department of SEO Discovery**) is the most innovative training center strategically located in Mohali. We deliver classroom and online digital marketing training across India covering SEO, PPC, SMM, Content, SEM, and many more. With a holistic approach to the training, the long-term needs of students are taken into account.

Why We ?



1-ON-1 Personalized Session



Learn with Expert Project Managers



Complimentary Guide for a Startup



100% In-House Placement



Gain experience by solving actual issues



Structured instruction guide to easy learning



EMI Base Affordable Fee Structure



Learn Anything



According to Your Time



Student community support



Bring you many opportunities

5000+
Successfully Trained

12,000+
Classes Completed

98%
Satisfaction Rate

97%
Success Rate

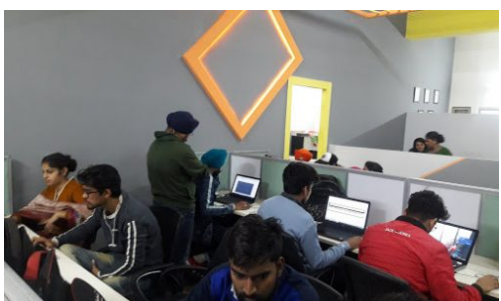
Tools You'll Master



Our Placed Students



Our Training Team & Passout Students



AI Focused Digital Marketing Syllabus

Day 1

Introduction to AI in Digital Marketing

Why Digital Marketing?
Traditional versus Digital
Mindset behind Digital Marketing?
Overview of AI technologies in marketing
Key AI tools and platforms
Expectations on when to Advertise Online
What are Search Engines and Basics?
How Search Engines works?
Popular Search Engines.
Crawlers / Spiders
Visibility on Search Engines
History of Google
Name of Google Crawler
About SERPs

Day 2

Important points for Website Creation

Website and Basic
What is Website?
Domain & Domain name
Extensions and Sub-Domains
Web Server and Hosting
About Protocols
What is URL?
What is link ?
Types of links
SEO Friendly URLs

Day 3 - 4

Website Planning and Creation

Analysis and Selection of topic / objective
before purchasing domain hosting
How to choose a domain name
Keyword research for name selection
Points to check before purchasing a domain
How to select the best hosting
How to compare service providers before
purchasing domain and hosting

Day 5 - 6 - 7

Creation of Website using Wordpress

What is Cpanel
Introduction to CMS (Content Management System) and WordPress
Installing WordPress and Launching
Website Plugins
Customization and Setup

Day 8

Introduction on SEO and Algorithms & Updates of Google

Organic Vs Paid Results
Techniques of SEO
White Hat SEO
Grey Hat SEO
Black Hat SEO
Google Algorithms and Updates

Day 9

Basic Terms and Backend work

What is DA and PA?
What is Page Rank?
What is Link Juice?
What is Backlinks?
What is Link Building?
What is Do follow and No Follow?
What is inbound and outbound Links?

Day 10 - 11

Market Research and Keyword Planning

What is Keyword
Various types of Keywords.
Importance of Long Tail Keywords
Google Suggestions
What is LSI Keywords
How to choose best keywords
Tools for Keyword Research

Day 12

AI in Search Engine Optimization (SEO)

Introduction to AI-driven SEO tools (e.g., SEMrush, Ahrefs, Surfer SEO)
How AI improves keyword research/analysis
Implementing AI for on-page and off-page SEO
Using AI to monitor and analyze SEO performance
Introduction to SEO
Importance of SEO
Types of SEO
Technical SEO

Assignment: Keyword Research

Day 13 - 14

Meta Tag Optimization

What is page title and page description?
Importance of meta tags
Rules to create meta tags
How to create meta title and descriptions?
Tools for meta tags optimization
How to edit snippets
Plugins for word press

Day 15 - 16

Website Tags Optimization

How to check the tags of the website?
How to optimize Heading Tags?
How to optimize Alt tags?
About language tags
Canonical tags
About Anchor tags
How to fix the Tags of the website?

Day 17

How to write content using Yoast SEO Plugin

Day 18 - 19

On page Status Report and check Errors

Broken Links
404 errors
W3C errors
Speed Optimization
Mobile Optimization
Content Optimization
SEO Tools
Website's Files
How to fix all errors
How to create the on page status report?

Day 20 - 21

Google Webmaster Tool / Search Console / GWT

Introduction of Google Search Console
About dashboard
Clicks and Impressions
Links coming to your site
How to create and submit Sitemaps
How to create Robots.txt file
URL Inspection
Finding Broken Links
Identify Crawling errors
Mobile Optimization
Bing Webmaster tool

AI Focused Digital Marketing Syllabus

Day 22

Website Full analysis and Tools

What is website audit
Various tools for website audit.
Benefits of website audit
How to check issues manually
Website audit formats
Website audit checklist 2020
Essentials points of website audit

Assignment: Website Audit

Day 23

AI-Powered Link Building

Introduction to Off Page SEO
Use of Mozbar Chrome Extension
What is DA and PA?
What is Page Rank?
What is Link Juice?
What is Backlinks?
What is Link Building?
Link building strategies and best practices
AI-driven competitor analysis for link opportunities

Day 24 - 25 - 26

Off Page SEO Techniques

How to find High PA DA Websites
Importance of NAP
Profile creation
Forum participation
Q&A participation
Blog commenting
Publish Articles
Write guest posts
Wheel Linking
Web 2.0
Links through image publishing
Links through video publishing
Links through infographics publishing
Social bookmarking
Links through PDF/PPT publishing
Directory submissions
Link Building Report Format

Assignment: Creating Off Page SEO report

Day 27

AI in Local SEO

Importance of Local SEO
Introduction to GMB Dashboard
How to add business
How to create profile in GMB
How to use keywords for better ranking
How to update regularly for better results
Factors affecting GMB ranking
AI for local business listings optimization
AI-powered citation building
Local SEO data analysis

Day 28

Technical SEO

Importance of Technical SEO
Indexing
Making URL friendly URL's
Page Speed
Mobile Friendliness
Schema Markup
Https Encryption
User Experience
Crawl Optimization
Redirections
Duplicate Content
Bad Backlinks

Assignment: Check Technical SEO issues in a website

Day 29 - 30

Google Analytics

Importance Of Google Analytics
All Fundamentals
Track landing pages and location
Tracking Conversions
Visitors Behaviour
Goals and funnels
Monitoring Website Performance
Traffic Information
Bounce Rate
Sessions
Conversions
About Events
Advance Analytics
Google Tag Manager

Day 31 - 32 - 33

Social Media Optimization

What is social media optimization?
Reason of using social media?
Benefits of social media optimization
Various social media platforms
Impact of using social media
Importance of Social Media Profile Creation
How to post on FB, Instagram, Twitter and LinkedIn
How to share post on Social Media
Wordpress Plugins and Tools for Sharing
Importance of Hashtags
Introduction to Pinterest
Importance of Pinterest Integration with website
Youtube Video Optimization and Analytics

Day 34

AI-Powered Content Creation

What is Content Marketing
Content Strategy
AI tools for content generation (e.g., Jasper, Copy.ai)
Writing SEO-optimized content with AI assistance
Automating content curation and distribution
Personalizing content for target audiences using AI
Content and Marketing Funnel
Content Ideation
Content Creation
Content Promotion
Analysis and Reporting

Day 35

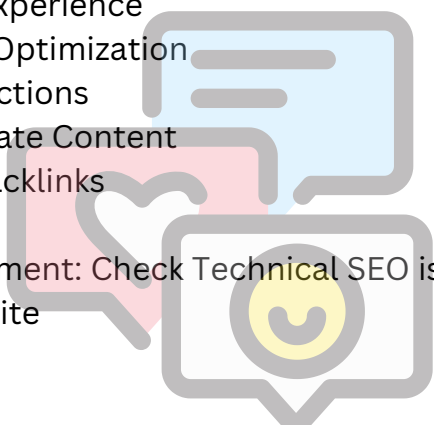
AI for Brand Reputation Management - ORM

What is Online Reputation Management?
Need of ORM
How to handle negative reviews
How to manage online reputation
Role of SEO in ORM
Tools for managing ORM
Monitoring online reputation with AI tools
Identifying and addressing online crises with AI

Day 36

Google AdSense

Introduction to Google AdSense
Google AdSense Interface
Google AdSense Insights
Placing Ads with Google AdSense



AI Focused Digital Marketing Syllabus

Day 37

AI for Social Media Management

Understanding the Social Media Value of Social Media
Overview of AI tools for social media (e.g., Hootsuite, Buffer, Sprout Social)
Automating social media scheduling and posting
AI-driven social media listening and sentiment analysis
Find the Right Channel for marketing
Why your Business require Social Media Optimization
Different Social Media Networks

Day 38

Facebook Ads with AI

Overview of Facebook Ads Manager and AI integrations
Using AI for audience targeting and segmentation
AI-driven ad creative and copy optimization
·Facebook As social media
·Page Vs Profile
·HashTags
·Facebook Page insights
·Do's and Don'ts of Facebook Page
·Facebook content creation strategy?

Day 39,40,41

Advanced Facebook Ad Strategies with AI

·Facebook Ads Overview
Predictive analytics for ad performance
AI tools for dynamic ad creation and personalization
·Brand Awareness ads
·Traffic ads
·Lead generation Ads
·Video Ads
·Page Like Ads
·Remarketing ads

Day 42/43/44

LinkedIn Ads with AI

Introduction to LinkedIn and how it works
How is LinkedIn important for business
Creating Individual profiles and Company Pages
Introduction to LinkedIn Ads and AI tools for campaign management
AI-driven targeting for B2B audiences
Creating AI-optimized ad content for LinkedIn
User Engagement
Increase Connections
Job Portal
Advertising on LinkedIn
Get started with Campaign Manager
Brand Awareness
Lead Genration ads
Remarketing on LinkedIn
Measure and optimize your campaigns
Analytics

Day 45/46

Twitter Ads with AI

Introduction to Twitter Ads and AI tools for campaign creation
Using AI for audience insights and real-time engagement
AI-driven ad content creation and testing on Twitter

Day 47

Instagram Marketing

·What is Instagram and how to get started!
·Integration of FB & Instagram for ads.

Day 48/49

Pinterest Ads with AI

Overview of Pinterest Ads and AI tools for campaign management
AI-driven audience targeting and segmentation on Pinterest
·Setting up Pinterest account and Business account
·Tracking analytics
·How to Engage audience

Day 50

Introduction to Google Ads and AI Integration

Understanding the fundamentals of Google Ads
Key concepts: PPC, CPC, CTR, Quality Score
The role of AI in transforming Google Ads
Importance & Benefits of PPC
Major Pay per Click Search Engines

Day 51/52/53

Setting Up AI-Driven Google Ads Campaigns

Step-by-step guide to setting up Google Ads campaigns
How AI can help with keyword research and selection
Using AI for audience targeting and segmentation
What is Keyword Research?
Difference between SEO & PPC keywords
Research PPC Keywords
Importance of target keywords
Select Targeted/related Keywords
Categorize Keywords in Ad groups

Day 54/55

AI-Powered Ad Copywriting

Best practices for writing ad copy with AI tools
A/B testing and optimizing ad variations using AI
Create Effective Ads Ad groups
Unique Title
Measurement of Title, Description URL
Ad that produce better ROI
Example of Successfully Effective ads

Day 56/57

AI for Bid Management

What is bidding?
What is Quality Score?
How Quality Score Effect on Bids?
How to Increase Position on Search?
Bid for Ad position
Target CPA and ROAS bidding
Maximize clicks and conversions bidding
AI-powered bid adjustments
User Define bids and Google Automatic Bids
Importance of bidding techniques

Day 58/59

AI for Display and Video Campaigns

AI for Display Campaigns
AI for Video Campaigns
AI for Performance Max Campaigns

Day 60/61

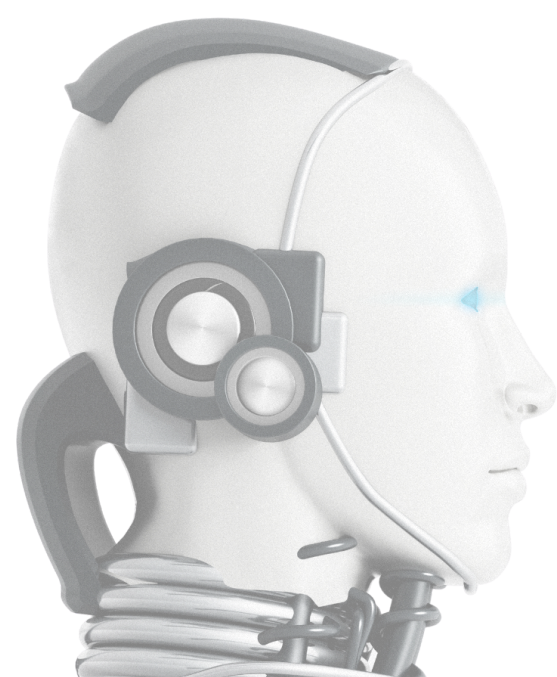
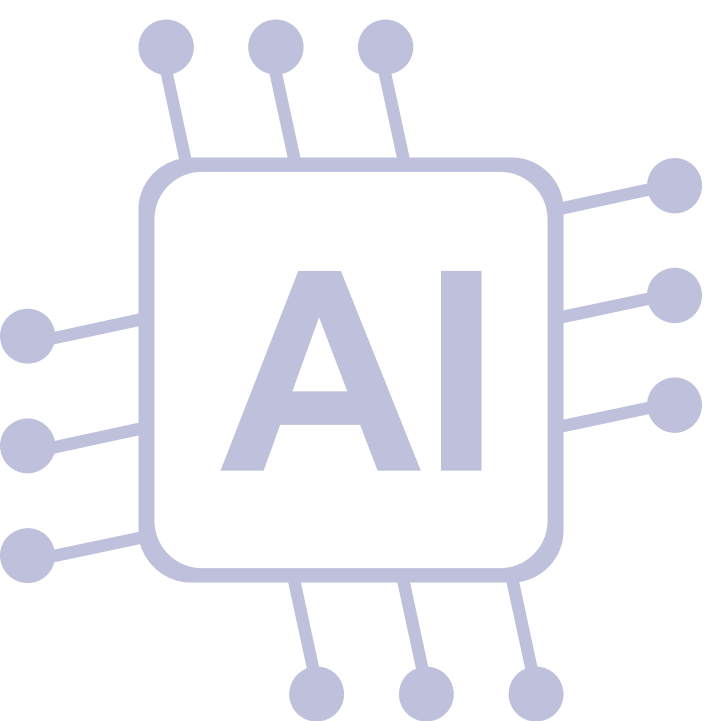
Video Marketing

Introduction to YouTube
Creating Channel On YouTube
How to Engage audience
Monetization
Paid Ads

AI Focused Digital Marketing Syllabus

AI Tools You'll Learn

Category	AI Tools
SEO	SEMrush
	Ahrefs
	Surfer SEO
	MarketMuse
Social Media Marketing (SMM)	Hootsuite
	Buffer
	Sprout Social
	Lately
Google Ads	Google Smart Bidding
	Optmyzr
	Adzooma
	WordStream
Content Creation and Marketing	Jasper
	Copy.ai
	Writesonic
	Canva
Email Marketing	Mailchimp
	HubSpot
	Moosend
	Sendinblue
Website Audit	Screaming Frog
	DeepCrawl
	Sitebulb
	Google Search Console



AI Focused Digital Marketing Syllabus

Day 63/64/65/66

Foundations of Email Marketing and AI

Email marketing overview and importance
Email marketing KPIs and metrics
Email deliverability best practices
AI-powered subject line optimization
AI-generated email copy

Additional Topic Covered

Introduction to Artificial Intelligence
Benefits of AI
Important AI Tools for Digital Marketing
Practical Sessions on using AI Tools
Guidance to become successful Freelancer

We also helps in:

Mock Interviews
Q&A Rounds and Group Discussions
Guidance for Creating a Professional Resume
Job Interviews with SEO Discovery
Paid Internships for Students
24x7 Doubt Clearing option

Day 67/68/69

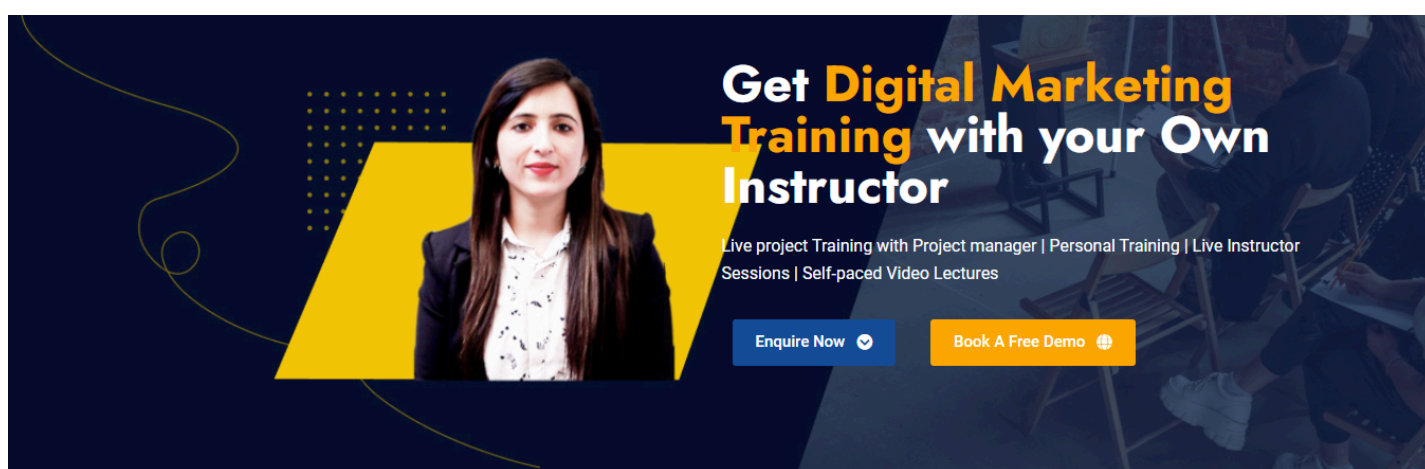
Assignment

·Content Calendar
·Social Media Assignment
·Google Ads assignment

Day 70/71/72

Affiliate Marketing

·What Is Affiliate Marketing
·Affiliate Networks
·Partnership with Affiliate Network
· Strategy / Planning



Get Digital Marketing Training with your Own Instructor

Live project Training with Project manager | Personal Training | Live Instructor Sessions | Self-paced Video Lectures

[Enquire Now](#) [Book A Free Demo](#)

Get in Touch

Have an inquiry or some feedback for us?

Our Address

C 210 A Industrial Area, Phase 8B, Sahibzada Ajit Singh Nagar,
Punjab 140308

Our Phone

Mobile: 070876 02319

Hours of Operation

Monday - Friday: 9:00 AM - 9:00 PM

Saturday & Sunday Closed

