

AI-Powered Digital Marketing Professional

Become a Certified Digital Marketer in Just 4 Months

Learn • Build • Advertise • Analyze • Grow



AI-Powered Learning

100% Practical Training

Live Projects

Industry Expert Trainers

Certification

About the Course

This course is designed to help students become job-ready digital marketers through practical learning, AI-powered tools, live projects, and industry-standard techniques. You will gain hands-on experience with real campaigns and modern marketing platforms.

Who Can Join?

Students

Graduates

Working Professionals

Entrepreneurs

Business Owners

Freelancers



Module 1

Digital Marketing Fundamentals

Introduction to Digital Marketing

Traditional vs. Digital Marketing

Marketing Funnel

Customer Journey

Consumer Psychology

Branding Fundamentals

Buyer Persona

Market Research

Competitor Analysis

SWOT Analysis

Module 2

WordPress Website & Landing Pages

Domain & Hosting

SSL & cPanel

WordPress Installation

Themes & Plugins

Elementor

Responsive Website Design

Landing Pages

Contact Forms

Speed Optimization

Website Security

Basic WooCommerce

Module 3

Search Engine Optimization (SEO)

Keyword Research

Search Intent, Google Keyword Planner, Semrush, Ahrefs

On-Page SEO

Meta Titles & Descriptions, URL Structure, Heading Tags, Internal Linking, Image Optimization

Technical SEO

XML Sitemap, Robots.txt, Canonical Tags, Core Web Vitals, Google Search Console

Off-Page SEO

Link Building, Local SEO, Google Business Profile

AI SEO

AI Search Optimization, Generative Engine Optimization (GEO), AI Content Optimization

Module 4

Google Ads

Google Ads Overview

Campaign Structure

Search Ads

Display Ads

YouTube Ads

Shopping Ads

Performance Max

Keyword Planning

Conversion Tracking

Remarketing

Budget Optimization

Module 5

Meta Ads (Facebook & Instagram)

Meta Business Suite

Business Manager

Ad Account Setup

Meta Pixel

Audience Targeting

Custom & Lookalike Audiences

Lead Generation Ads

WhatsApp Ads

Conversion Campaigns

Retargeting

Budget Optimization

Module 6

Analytics & Tracking

Google Analytics 4

Google Tag Manager

Google Search Console

Event Tracking

Conversion Tracking

Looker Studio Dashboards

Module 7

Email Marketing & Automation

Mailchimp

Email Campaigns

Automation

Lead Nurturing

Newsletter Design

Introduction to Make

Google Sheets Automation

Module 8

AI-Powered Content Creation & Creative Design

Introduction to AI

Prompt Engineering

AI Content Creation

AI Research Techniques

AI Image Generation

AI Video Generation

Capstone Project

End-to-End Digital Marketing Campaign

Students will complete a real-world digital marketing project by applying all concepts learned during the course.

Project Deliverables:

Business Analysis

Buyer Persona

Marketing Strategy

WordPress Website

Landing Page

SEO Optimization

Google Ads Campaign

Meta Ads Campaign

Analytics Setup

Email Marketing Campaign

AI Content Creation

Final Performance Report

Tools You Will Master

AI: ChatGPT, Google Gemini, Claude, Perplexity

Website Development: WordPress, Elementor, WooCommerce

SEO: Semrush, Ahrefs, Google Search Console, Google Keyword Planner

Advertising: Google Ads, Meta Ads

Analytics: Google Analytics 4, Google Tag Manager, Looker Studio

Marketing Automation: Mailchimp, Make, Google Sheets

Career Opportunities

Digital Marketing Executive

SEO Executive

Google Ads Specialist

Meta Ads Specialist

Performance Marketer

Marketing Analyst

WordPress Executive

Email Marketing Executive

Freelance Digital Marketer

Why Choose Coding Pro Academy?

AI-Powered Curriculum

Live Practical Projects

Industry-Oriented Training

Portfolio Development

Career Guidance

Interview Preparation

Small Batch Size

Certification

Contact Us

Coding Pro Academy

📍 15, Second Floor, Speranza Business Hub, Beside Raj
Victoria Shopping Center, New Pal Road, Pal, Adajan, Surat
- 394510

🌐 www.codingproacademy.com

✉ info@codingproacademy.com

☎ +91 9213413571



Scan to visit our website