



Our Digital Marketing Course Modules

Module 1: Digital Marketing Ecosystem

 **Overview:**

The Digital Marketing Ecosystem is a comprehensive framework that includes all the components and platforms that businesses use to market themselves online. This module introduces you to the core elements, tools, and strategies that form the foundation of a successful digital presence.

What You Will Learn:

- What is Digital Marketing?
- Traditional Marketing vs. Digital Marketing
- Key Channels in Digital Marketing
- Benefits of Digital Marketing
- Latest Trends in Digital Marketing

Module 2: Website Creation & Planning

Overview:

A website is the digital storefront for any brand or business. In this module, you will learn how to plan, design, and create a website that is attractive, user-friendly, mobile-optimized, and ready for digital marketing campaigns.

What You Will Learn:

- Understanding Website Structure
- Domain Registration & Hosting
- WordPress Website Setup
- Understanding Responsive Design
- Website Usability

Module 3: Search Engines Working

Overview:

Before you can master SEO, you must first understand how search engines function. This module breaks down the inner workings of search engines like

Google, giving you the knowledge to optimize websites for maximum visibility in search results.

What You Will Learn:

- Introduction to Search Engines
- History of Search Engines
- How Search Engines Work
- Understanding SERPs (Search Engine Results Pages)
- Key Search Engine Algorithms

Module 4: Search Engine Optimization (SEO)

Overview:

Search Engine Optimization (SEO) is the process of improving a website's visibility in organic search engine results. In this module, you'll learn how to attract free, consistent traffic from search engines like Google by optimizing your website's content, structure, and authority.

What You Will Learn:

- What is SEO
- Benefits of SEO
- Types of SEO
- SEO Techniques
- Ranking Factors

Module 5: Keyword Research & Planning

Overview:

Keyword research is the foundation of every successful SEO and paid advertising campaign. This module will teach you how to find high-performing keywords,

understand search intent, and plan keyword strategies that improve visibility, attract traffic, and boost conversions.

What You Will Learn:

- Introduction to Keywords
- Keyword Research Tools
- How to Search Keywords
- Search Volume
- Keyword Difficulty
- Search Intent

Module 6: On-Page SEO

Overview:

On-Page SEO refers to all the actions you can take directly on your website to improve its position in search rankings. In this module, you will learn how to optimize content, structure, and HTML elements to help search engines understand your site and drive relevant traffic.

What You Will Learn:

- Title Tags Optimization
- Meta Descriptions
- Heading Tags
- Content Optimization
- Image Optimization
- Internal & External Linking

Module 7: Off-Page SEO

Overview:

Off-Page SEO includes all activities performed outside your website that influence your rankings in search engines. It's about earning credibility, building backlinks, and promoting your content across the web to increase visibility and trust.

What You Will Learn:

- What is Off-Page SEO?
- Understanding Backlinks
- Backlinks Importance
- Dofollow Vs. Nofollow Backlinks
- Link Building Strategies

Module 8: Technical SEO

Overview:

Technical SEO focuses on enhancing the backend structure of your website to help search engines crawl and index your content more effectively. It ensures your site meets the technical requirements of modern search engines like Google, which is crucial for high rankings and user experience.

What You Will Learn:

- Mobile-Friendly Optimization
- Page Speed & Performance
- HTTPS & Website Security
- URL Structure & Canonicalization
- Indexing & Crawl Errors
- Structured Data & Schema Markup
- Core Web Vitals & UX Signals
- XML Sitemap & Robots.txt

Module 9: Local SEO

Overview:

Local SEO focuses on optimizing your online presence to attract more business from relevant local searches, especially those made on Google. This module will help you rank in “near me” searches, Google Maps, and local listings, making your business visible to nearby customers.

What You Will Learn:

- Introduction to Local SEO
- Google Business Profile Creation
- NAP Consistency
- Local Citations & Directory Listings
- Getting and Managing Reviews
- Local Business Listing

Module 10: SEO Tools

Overview:

This module introduces the essential tools used in modern SEO to analyze websites, research keywords, audit performance, and spy on competitors. Whether you're optimizing your site or managing SEO for clients, these tools will help you make data-driven decisions and improve rankings efficiently.

What You Will Learn:

- Google Search Console
- Google Analytics
- SEMrush
- Keyword Planner
- Google PageSpeed Insights
- Google Trends

Module 11: Social Media Marketing (SMM)

Overview:

Social Media Marketing (SMM) is the practice of promoting your brand, products, or services across platforms like Facebook, Instagram, LinkedIn, Twitter, and YouTube to increase visibility, engage with your audience, and drive traffic or conversions. This module will help you master both organic and paid social media strategies for success.

What You Will Learn:

- What is social media marketing?
- Importance in today's digital landscape
- Overview of popular platforms
- Organic Vs. Paid Social

Module 12: Facebook Ads (Meta Ads)

Overview:

This module dives into Meta Ads, which includes advertising on Facebook, Instagram, Messenger, and Audience Network. Learn how to plan, create, run, and optimize ad campaigns that drive traffic, leads, and conversions for any business.

What You Will Learn:

- Introduction to Facebook Ads
- Business Manager vs. Ads Manager
- Facebook Ads Structure
- Campaign Objectives
- Audience Targeting
- Ad Creative Types
- Facebook Pixel & Events
- Budgeting & Bidding
- A/B Testing (Split Testing)
- Analytics, Reporting & Optimization

Module 13: YouTube Marketing

Overview:

YouTube is the world's second-largest search engine and a goldmine for content marketers. In this module, you'll discover how to use YouTube to build brand awareness, drive traffic, educate audiences, and generate leads or sales, all through high-quality video marketing.

What You Will Learn:

- What is YouTube Marketing?
- Why YouTube is Critical for Digital Marketing
- Setting Up & Optimizing a YouTube Channel
- Video Content Planning and Creation
- YouTube SEO and Algorithm Essentials
- Monetization and Ads
- YouTube Analytics and Reporting

Module 14: Online Reputation Management (ORM)

Overview:

Online Reputation Management (ORM) is the practice of monitoring and improving how your brand is perceived online. In today's digital world, a single negative review or viral post can impact your business. This module teaches you how to manage reviews, respond to feedback, and maintain a positive online presence.

What You Will Learn:

- What is Online Reputation Management?
- Importance of ORM in Digital Marketing
- Tools for Monitoring Brand Mentions
- Managing Negative Reviews and Comments
- Strategies for Building a Positive Reputation
- ORM for Personal vs. Business Brands

Module 15: Content Marketing

Overview:

Content is the foundation of digital marketing. Whether it's blogs, videos, social media posts, or email newsletters, content helps attract, educate, and convert customers. This module teaches you how to plan, create, distribute, and optimize content that aligns with business goals.

What You Will Learn:

- What is Content Marketing?
- Importance of Content in Digital Marketing
- Types of Content (Written, Visual, Video, Interactive)
- Content Calendar and Planning

Module 16: Email Marketing

Overview:

Email Marketing remains one of the most powerful and cost-effective digital marketing channels. This module teaches you how to build email lists, craft engaging emails, automate workflows, and measure performance to drive sales and brand loyalty.

What You Will Learn:

- What is Email Marketing?
- Importance of Email in Digital Strategy
- Types of Email Campaigns
- Building and Segmenting Your Email List
- Crafting Effective Emails
- Email Marketing Tools
- Automation and Drip Campaigns

Module 17: Affiliate Marketing

Overview:

Affiliate Marketing is a powerful digital strategy that allows you to earn money by promoting others' products or services. Whether you're a content creator, blogger, YouTuber, or digital marketer, this module will teach you how to build affiliate campaigns, drive conversions, and scale income streams effectively.

What You Will Learn:

- What is Affiliate Marketing?
- How Affiliate Marketing Works
- Choosing the Right Affiliate Programs
- Promoting Affiliate Products Effectively

Module 18: Influencer Marketing

Overview:

Influencer Marketing is a powerful strategy where brands collaborate with individuals who have a strong online presence and loyal following. In this module, you'll learn how to identify the right influencers, build authentic partnerships, and measure campaign performance across platforms like Instagram, YouTube, TikTok, and more.

What You Will Learn:

- What is Influencer Marketing?
- Types of Influencers
- Why Influencer Marketing Works
- Finding the Right Influencers
- Outreach and Collaboration Strategy

Module 19: Web Analytics & Reporting

Overview:

Web Analytics is the process of collecting, analyzing, and interpreting website data to understand user behavior and improve digital marketing performance. In this module, you'll learn how to use tools like Google Analytics and Google Looker Studio (formerly Data Studio) to track KPIs, generate reports, and optimize your marketing strategy.

What You Will Learn:

- What is Web Analytics?
- Importance of Data in Digital Marketing
- Key Metrics to Track
- Overview of Google Analytics
- Setting Up Goals & Events
- Understanding Traffic Sources
- Conversion Tracking
- Tools for Analytics & Reporting

Module 20: E-commerce Marketing

Overview:

E-commerce Marketing is the use of digital strategies to promote products and drive sales on online stores. This module equips you with the skills to market physical or digital products effectively using tools like SEO, social media, email marketing, paid ads, and more, all tailored for e-commerce success.

What You Will Learn:

- What is E-commerce Marketing?
- Importance of E-commerce in the Digital Economy
- Product Page SEO & Content
- Customer Reviews, UGC & Trust Signals
- Analytics and KPIs in E-commerce

Module 21: Google Ads (PPC)

Overview:

Google Ads (Pay-Per-Click or PPC) is one of the most powerful tools in digital marketing. This module teaches you how to create, manage, and optimize paid campaigns on Google to drive targeted traffic, generate leads, and increase sales for any business.

What You Will Learn:

- Introduction to Google Ads
- Setting Up a Google Ads Account
- Campaign Types & Goals
- Keyword Research & Match Types
- Bidding Strategies
- Quality Score & Ad Rank
- Conversion Tracking & Analytics

Module 22: Google Ads - Search Campaigns

Overview:

This module teaches you how to create, manage, and optimize Google Search Ads, which appear at the top of Google search results when users search for specific keywords. You'll learn how to drive high-quality traffic to your website and achieve your marketing goals with measurable results.

What You Will Learn:

- What are Google Search Ads?
- Search Ad Campaign Setup
- Keyword Targeting
- Ad Extensions
- Writing Ad Copy
- Bidding Strategies

Module 23: Google Ads - Display Campaigns

Overview:

This module focuses on Google Display Campaigns, which allow you to show image, video, or rich media ads across the Google Display Network (GDN), a vast collection of websites, mobile apps, and YouTube. You'll learn how to reach a wider audience, boost brand awareness, and generate leads through strategic visual advertising.

What You Will Learn:

- Introduction to Google Display Ads
- Differences Between Search Ads and Display Ads
- Setting Up a Display Campaign
- Audience Targeting
- Bidding Strategies & Budgeting

Module 24: Google Ads - Performance Max

Overview:

Performance Max is Google's newest goal-based campaign type that allows advertisers to access all Google Ads inventory (Search, Display, YouTube, Gmail, Discover, Maps) from a single campaign. This module teaches you how to set up and optimize Performance Max to maximize conversions using Google's advanced machine learning.

What You Will Learn:

- What is Performance Max (PMax)?
- How Performance Max Works
- Performance Max Campaign Setup
- Asset Group Creation
- Bidding Strategies & Budgeting

Module 25: Google Ads - Video Campaign

Overview:

Google Ads Video Campaigns allow you to promote video content across YouTube and the Google Display Network.

What You Will Learn:

- Introduction to Video Campaigns
- Types of Video Ad Formats
- Setting Up a Video Campaign
- Creating a Video Ad
- Audience Targeting Options
- Optimization Techniques

Module 26: Google Shopping Ads

Overview:

This module dives into Google Shopping Campaigns, which allow eCommerce businesses to showcase their products with images, prices, and details directly in Google search results and the Shopping tab. These ads are visually appealing and attract users who are actively searching for products, making them ideal for increasing sales.

What You Will Learn:

- Introduction to Shopping Ads
- How Shopping Ads Work
- Google Merchant Centre Account Setup
- Product Listing in MCA
- Creating and Uploading a Product Feed
- Launching a Shopping Campaign in Google Ads
- MCA & Google Ads Integration

Module 27: Quora Marketing

Overview:

Quora is a high-authority question-and-answer platform that enables marketers to showcase their expertise, build trust, and drive qualified traffic to websites or landing pages. This module will teach you how to use Quora strategically to position your brand, connect with your target audience, and even run targeted ads.

What You Will Learn:

- Introduction to Quora Marketing
- Why Use Quora for Marketing?
- Setting Up a Powerful Quora Profile
- Finding and Choosing the Right Questions
- Crafting High-Quality Answers With AI
- Avoiding Common Mistakes on Quora

Module 29: Google AdSense

Overview:

Google AdSense is a free and easy way to earn money by displaying targeted ads on your website, blog, or YouTube channel. This module teaches you how to set up AdSense, integrate it with your content, and optimize your ad strategy for maximum revenue.

What You Will Learn:

- Introduction to Google AdSense
- Difference Between Google AdSense and Google Ads
- Benefits of Using AdSense for Publishers
- Creating a Google AdSense Account
- Implementing AdSense on Your Website
- Revenue Optimization Techniques
- Payments and Earnings

Module 30: Freelancing

Overview:

Freelancing offers the freedom to work from anywhere, choose your clients, and earn on your terms. This module is designed to guide you step-by-step on how to start, grow, and sustain a profitable freelance business using your digital marketing or creative skills.

What You Will Learn:

- Introduction to Freelancing
- Skills Needed for Freelancing
- Best Freelance Platforms
- How to Apply for Freelance Jobs
- Setting Your Freelance Rates
- Payment and Invoicing
- How to Market Yourself as a Freelancer

Module 31: Blogging

Overview:

Blogging is a powerful tool for personal branding, business growth, and content monetization. This module will guide you through the process of creating, optimizing, and growing a successful blog that attracts readers and converts traffic into leads or income.

What You Will Learn:

- Introduction to Blogging
- Choosing a Niche for Your Blog
- Domain and Web Hosting Selection
- Installing a CMS (WordPress)
- Blogging Content Strategy
- Writing High-Quality Blog Posts

- Blog SEO & Promotion
- How to Make Money Blogging
- Common Blogging Mistakes to Avoid

Module 32: Google Tag Manager (GTM)

Overview:

Google Tag Manager (GTM) is a powerful tool that allows marketers and developers to add and manage marketing and analytics tags on their websites without modifying the code directly. This module will teach you how to efficiently use GTM to track user behavior, events, conversions, and more.

What You Will Learn:

- What is Google Tag Manager?
- Creating a GTM account
- Installing GTM on a website
- Overview of the GTM interface
- Understanding Tags, Triggers, and Variables
- Integrate GTM with Google Analytics

Module 33: Social Media Optimization (SMO)

Overview:

Social Media Optimization (SMO) focuses on using social media networks to manage and grow your brand's online presence. This module teaches you how to optimize your content, profiles, and strategy across various platforms to increase reach, engagement, and conversions.

What You Will Learn:

- What is Social Media Optimization?
- Difference Between SMO and SMM
- Importance of SMO in Digital Marketing

- Social Media Profile Creation & Optimization
- Content Strategy for SMO

Module 33: AI in Digital Marketing

Overview:

Artificial Intelligence (AI) is revolutionizing the digital marketing landscape by providing tools for automation, personalization, data analysis, and predictive insights. This module introduces you to how AI enhances marketing performance across channels, making campaigns smarter, faster, and more targeted.

What You Will Learn:

- What is Artificial Intelligence (AI)?
- Role of AI in Transforming Digital Marketing
- AI in Content Creation
- AI in SEO
- AI in Social Media Marketing
- AI and Video Marketing

Module 34: User Interface (UI)

Overview:

User Interface (UI) is the design of user touchpoints in a digital product, websites, apps, landing pages, and more. A strong UI ensures users can easily interact with your brand online, increasing engagement and conversions. This module covers the essentials of UI design, tools, and principles used by digital marketers and designers to create seamless user experiences.

What You Will Learn:

- Introduction to User Interface
- Importance of UI in Websites, Apps, and Digital Campaigns

- Role of UI in Digital Marketing and Conversion Optimization
- UI Design Tools
- UI for Web vs. Mobile

Module 35: User Experience (UX)

Overview:

User Experience (UX) focuses on how users feel when interacting with a product, website, or app. A great user experience (UX) leads to higher satisfaction, better engagement, and improved conversions. This module teaches you the core principles, strategies, and tools to design smooth, enjoyable, and goal-oriented user experiences.

What You Will Learn:

- What is UX? Definition and key concepts
- Difference between UX and UI
- Why UX Matters?
- Core Principles of Good UX Design
- Mobile UX Design

Module 36: Interview Preparation - Get job-ready with confidence, skills, and the right mindset to crack any digital marketing interview.

Overview:

This module is designed to prepare you for real world job interviews in the digital marketing field. From understanding common questions to presenting your portfolio, you'll learn how to showcase your skills effectively and handle technical and HR rounds with confidence.

What You Will Learn:

- Understanding the Interview Process

- Resume Building
- Common Interview Questions
- Mock Interviews and Practice
- Body Language & Communication



LEADERSHIP TEAM



YADVINDER SINGH
FOUNDER & CHAIRMAN

A Business Leader with more than 27 years of Customers Service Experience; worked with varied MNCs. Specialized in setting up operations, devising strategy, business P&L and client engagement. Launched Yellowstone Myanmar in 2018

					
HARPREET SINGH CEO	RISHI RAJ CMO	KULDEEP M. CBO	NAVJEEVAN K. CTO	VINOD BHADALA CFO	RAMAN S. CHRO
<i>Business Leader with strong sales background orchestrating the company's success with a perfect blend of leadership and vision.</i>	<i>Marketing Leader shaped multiple brands with a dynamic blend of creativity and strategic data driven insights.</i>	<i>Stalwart in the realms of business strategies, new businesses, operations and entrepreneurial leadership.</i>	<i>IT & Telecom Leader with a comprehensive experience across all IT domains, developing exceptional technology solutions.</i>	<i>A Chartered Accountant & Finance Expert leading finance operations, fund management, accounting and more.</i>	<i>HR Leader with diverse domain experience leveraging Human Capital to learn, develop and perform towards organizational success.</i>
<i>Experience: 22 Years</i>	<i>Experience: 24 Years</i>	<i>Experience: 25 Years</i>	<i>Experience: 28 Years</i>	<i>Experience: 12 Years</i>	<i>Experience: 19 Years</i>
<i>Worked with: Tata Play, Telenor, Virgin Mobile, GE Money, Reliance etc.</i>	<i>Worked with: Telenor, Idea, Airtel; Startup Experience</i>	<i>Worked with: Modi Group, ING Group, Phoenix Businesses, HFCL etc.</i>	<i>Worked with: IT&T, Data Craft, Airtel, IBM, S.Tel, MTS etc.</i>	<i>Worked with: Hoya Corporation, Entrepreneur & Finance Consultant</i>	<i>Worked with: Incredia Staffing, Gionee Mobiles, MTS, Genpact, Airtel etc.</i>

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