



metabott

**Detailed
Syllabus
With Course
Comparison
Chart**

Internet And Website Basics

- 1. Internet Functionality**
- 2. Domains, sub-domains, and Web Hosting**
- 3. Connectivity between different service providers**
- 4. Website connectivity with different tools**
- 5. File Transfer Protocol (FTP)**

Graphic Designing & Video Editing

- 1. Picture Editing**
- 2. Social Media Posts**
- 3. Logo Designing**
- 4. Banner/ Poster design**
- 5. Presentations**
- 6. Website Graphics**
- 7. Reporting**
- 8. Video Editing**
- 9. AI Tools**

Website Designing

- 1. Introduction to website designing through WordPress**
- 2. Dynamic Blogging**
- 3. Post and Forum management**
- 4. Theme management**
- 5. Page Builder (Elementor)**
- 6. Plugin usage and management**
- 7. Internet and Data Security**
- 8. Templates**
- 9. Mobile responsive (mobile website interface)**

Search Engine Optimization (SEO)

1. **Content optimization (Title, URL, H1/H2 tags)**
2. **Advanced Keyword Analysis**
3. **Google Search Console**
4. **Website verification**
5. **XML Sitemaps**
6. **Robots**
7. **Canonicalization**
8. **Meta Tags and descriptions**
9. **Structured Data**
10. **Schema rich snippets**
11. **Types of Error Messages and Redirects**
12. **.ht access**
13. **Page ranking**
14. **Page speed optimization**
15. **Using online SEO tools**
16. **Quality Back-linking**
17. **Search Engine Uploads (URL and Files)**
18. **Google My Business Local SEO**
19. **Online Reputation Management (ORM)**
20. **Web Mastery (Domains and URLs)**

Search Engine Marketing (Google Ads)

1. **Overview of SEM and other sources of paid marketing**
2. **Google My Client Center (MCC)**
3. **Google ads account structure and access**
4. **Ad types (Search, Display, Shopping, Video, Gmail, Call-only, Responsive ads)**
5. **Billing and payments**
6. **Google Search Network (PPC)**
7. **Ad Ranking and Quality Score**
8. **Keyword research**
9. **Keyword match types**
10. **Ad Extensions**
11. **Audience and location targeting**
12. **Bidding and auction**
13. **Bidding strategies**
14. **Device bid adjustments**
15. **Dynamic search ads (DSA)**
16. **Dynamic Keyword Insertion (DKI)**
17. **Auction Insights and search attribution**
18. **Conversion setup and conversion actions**
19. **Remarketing setup and remarketing lists (Search and Display)**
20. **Google Display Network (GDN)**
21. **Google Shopping Ads**
22. **Google Merchant Centre (GMC) and product taxonomy**
23. **Video Ads (GDN and YouTube)**
24. **Predefined reports (Dimensions)**
25. **Client Reporting**
26. **Google Ad Sense (Content Monetization)**
27. **Google Partner Program**

Google Analytics & Google Tag Manager

- 1. Analytics setup**
- 2. Raw data analysis**
- 3. Main Data Analysis**
- 4. Test Analysis**
- 5. Goals and Funnels**
- 6. Conversion Analysis**
- 7. User behavior, demographics and interests**
- 8. Google Tag Manager Overview**
- 9. Google Tag Manager Setup
(Property/Container/Tag/Triggers)**

Social Media Marketing (SMM/SMO)

- 1. Influential organic social media marketing**
- 2. Business page or profile creation and management**
- 3. Facebook and Instagram business manager**
- 4. Facebook and Instagram ads manager**
- 5. Facebook Pixel**
- 6. Facebook creative hub**
- 7. Facebook creator studio**
- 8. LinkedIn paid marketing**
- 9. YouTube Studio**
- 10. YouTube paid marketing
with online tools**

Essential Add-ons

- 1. Email Marketing**
- 2. Affiliate Marketing**
- 3. Drop-shipping**
- 4. Blogging (Text, pictures, and video)**
- 5. How to earn money from the Internet (Content Monetization)**

SYLLABUS

Course Comparison Chart

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Modules	3 Months	6 Months	9 Months
Internet and Website Basics	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Graphic Designing and Video Editing		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Website Designing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Search Engine Optimization (SEO)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Advanced Level SEO		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Google Ads (Search and Display Only)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Complete Google Ads (Advanced Level)		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Google Analytics and Tag Manager		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Social Media Marketing and Optimization	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Affiliate Marketing		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Email Marketing and Automation			<input checked="" type="checkbox"/>
Global E-Commerce and Drop Shipping			<input checked="" type="checkbox"/>
YouTube and Creator Studio			<input checked="" type="checkbox"/>
Content Monetization		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Internship With Experience Letter		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Interview Preparation and CV Building	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

For any enquiry, please log on to <https://metabott.in> or call at 87650 28369