

# CERTIFICATION IN DIGITAL MARKETING

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## QUARTER 1

- ▶ Overview of Digital Marketing
- ▶ Website Fundamentals & Tools
- ▶ Blogging
- ▶ Search Engine Optimization (SEO)
- ▶ Google My Business
- ▶ Digital Analytics
- ▶ Social Media Marketing (SMM)
- ▶ Email Marketing
- ▶ Pay Per Click Advertisement
- ▶ Google Adsense
- ▶ Online Reputation Management
- ▶ Professional Skills Training
- ▶ Certifications



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