



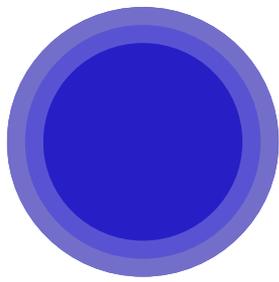
**SIMPLESPHERE**

# **DIGITAL MARKETING TRAINING & INTERNSHIP**

A comprehensive 1-month journey  
from basics to deployment.

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# CONTENT

## Foundations & Content Marketing

01

- Digital Marketing Concepts, Funnels & WordPress Basics
- SEO-Friendly Content Writing & Blog Formatting
- Task: Analyze a brand's presence & write one blog post

## Social Media Marketing (SMM)

02

- Platform Basics (FB/IG/LinkedIn) & Profile Optimization
- Content Strategy, Hashtags & Canva Design Fundamentals
- Task: Create 3 engaging social media posts with visuals

## Search Engine Optimization (SEO)

03

- Keyword Research & On-Page SEO (Meta/Tags/Headings)
- Off-Page SEO, Link Building & Technical Basics
- Task: Optimize a sample webpage for search engines

## Google Tools & Analytics

04

- Google Search Console: Sitemaps, Indexing & Errors
- Google Analytics: Tracking Traffic, Behavior & Conversions
- Task: Analyze website data using GSC or GA

## Paid Ads & Email Marketing

05

- Facebook/Google Ads Basics, Targeting & Budgeting
- Email Marketing Tools, Newsletters & Automation
- Task: Create a sample Ad Plan or Email Newsletter

## Internship Project & Certification

06

- Live Project: Strategy, SEO Audit & Content Creation
- Final Report Documentation & Presentation
- Task: Submit Final Project & Receive Certification



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