



WEBHOPERS
ACADEMY

Advanced AI Digital Marketing Course



“Where Digital Learning Begins”

AFFILIATED WITH



कौशल विकास और
उद्यमशीलता मंत्रालय
MINISTRY OF
SKILL DEVELOPMENT
AND ENTREPRENEURSHIP



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MICRO, SMALL & MEDIUM ENTERPRISES

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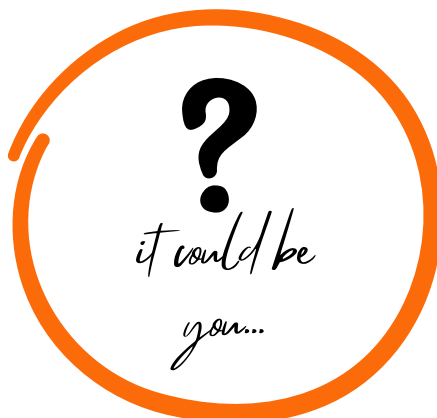
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CHAPTER - 1

INTRODUCTION TO DIGITAL MARKETING & AI

- Introduction to Marketing
- Traditional vs Digital Marketing
- Digital Marketing Channels
- Scope of Digital Marketing in 2026
- Career Opportunities in Digital Marketing

AI INTEGRATION

- Introduction to Artificial Intelligence
- Difference Between AI, Machine Learning & Generative AI
- How AI is Changing Marketing
- Overview of AI Tools Used in Marketing
- ChatGPT • Gemini • Perplexity • Grok • Canva AI • Claude

CHAPTER - 2

MARKET RESEARCH & ANALYSIS

- Keyword Research
 - (AI and Traditional Keyword Research Both Focus on Matching User Intent)
- Competitor Analysis
 - (Tools: ChatGPT, Perplexity, Semrush, Ahrefs, Claude)
- Buyer Persona - with AI
- Content Strategy
 - (Intent-First Content Strategy: AI and Traditional Methods)
- Search Intent
 - (Search Intent Across Paid & Organic Channels)
- Funnel-based targeting
 - Tofu, Mofu, Bofu

CHAPTER - 3

PROMPT ENGINEERING FOR MARKETERS

- What is a Prompt?
- Prompt Structure
- Role-Based Prompting
- Few-Shot Prompting

- Chain of Thought Prompting
- Writing Better Prompts for SEO
- Social Media • Ads • Email Marketing • ContentWriting

CHAPTER - 4

BASIC OVERVIEW OF WEBSITE CREATION & PLANNING

- Domain and Hosting
- WordPress Setup
- Basic Website Structure
- Landing Pages
- WordPress Plugins

CHAPTER - 5

AI CONTENT PLANNING

- Blog Planning using ChatGPT
- AI Tools for Long-form Content Planning
- AI-Driven Headline Planning for Better Engagement
- AI-Powered Product Descriptions That Drive Orders Using Intent Matching
- Conversational FAQs Built Around Real User Intent

CHAPTER - 6

SEO + AI SEO + AEO + GEO

- SEO Fundamentals
- What is Search Engine Optimization?
- What are Search Engines? How They Work
- Types of SEO
- SEO Practices
- Google Major Updates

CHAPTER - 6.1

ON-PAGE SEO

- Title, URL, Meta Description, and Keyword Optimization
- Heading Hierarchy Tags, Keyword Density, Keyword Proximity, Keyword Prominence
- Image Optimization
- Content Optimization
- Anchor Text Optimization, Pillar Page, and Topics Cluster
- The Art of Storytelling with Your Content

CHAPTER - 6.2

OFF PAGE SEO

- Social Sharing
- Guest Blogging
- Web 2.0
- Social Bookmarking
- Business Listing
- Profile Creation
- Q&A (Quora, Reddit)
- PDF Submission
- Video Submission
- Link Building Guide: Link Quality and Link Diversity
- No Follow Do Follow, Backlinks

CHAPTER - 6.3

TECHNICAL SEO ANALYSIS

- Website & URL Structure
- SSL Analysis
- Responsive Check
- Breadcrumb
- UI/UX Role
- Core Web Vitals
- Robot.txt
- Canonicalization (URL & IP Canonicalization)
- Keyword Cannibalisation Analysis
- Redirects 302, 303, 301
- Sitemaps (HTML & XML)
- Schema Markup

CHAPTER - 6.4

LOCAL SEO

- Google Business Profile, Bing Places for Business
- Citation for Local SEO
- GEO Tagging & Regular Updation Roles

CHAPTER - 6.5

AI INTEGRATION IN SEO

- AI Keyword Clustering
- AI Content Brief Creation
- SEO Content Outline using AI
- AI Meta Title and Description Generator
- AI-based Internal Linking Strategy
- AI for Topic Clusters and Pillar Pages
- Using AI for Schema Markup Suggestions AI SEO Tools
 - ChatGPT , Claude, Gemini, Semrush AI, Ubersuggest, Ahrefs, Rank Math AI, Yoast SEO

CHAPTER - 6.6

LLM SEO & SEARCH GENERATIVE EXPERIENCE

- What are LLMs?
- GEO (Generative Engine Optimization)
- Ranking Content for AI Search Engines
- Search Behaviour in ChatGPT and Google Gemini, Perplexity, Grok, Claude
- Writing Content for Featured Snippets & AI Overviews, AI mode, Chat GPT, Gemini

CHAPTER - 6.7

GOOGLE SEARCH CONSOLE TOOLS & BING WEBMASTER

- Webmaster/Search Console Verification
- Search Appearance Overview
- Understanding Search Analytics
- Site Backlink Analysis
- Managing Spam Backlinks Using Google Disavow Tool
- Managing International and Local Ranking
- Google Indexing
- Understanding Crawling and Its Issues With Bing Webmaster

CHAPTER - 6.8

GOOGLE ANALYTICS 4 [GA4]

- Overview of Google Analytics
- Tracking Codes for Websites
- User Behaviour and User Flow

- Getting Insight of User Behaviour
- Traffic Analysis
- Goal Setup Using Tag Manager

CHAPTER - 6.9

SEARCH BEHAVIOUR

- CTR Role in SEO
- Search Spam (Japanese Hack, Pharmacy Hack, Casino Hack) etc.

CHAPTER - 6.10

SEO REPORTING

- Guide to Creating Reports

CHAPTER - 7

SOCIAL MEDIA OPTIMIZATION + AI CREATIVES

- Facebook Marketing
- Instagram Marketing
- LinkedIn Marketing
- YouTube Marketing

AI INTEGRATION

- AI for Social Media Content Calendar
- AI Caption Generator
- AI Hashtag Generator
- AI-based Viral Hook Writing
- AI for Audience Research
- AI-based Engagement Strategy

CHAPTER - 8

META ADS + AI

- Facebook Ads Structure
- Instagram Ads
- Audience Targeting
- Retargeting
- Pixel
- AI Audience Suggestions
- AI Ad Creative Generation

- A/B Testing
- Facebook Business Portfolio
- Whatsapp Marketing

CHAPTER - 9

AI GRAPHIC DESIGNING

- Canva AI
- Magic Design
- AI Background Remover
- AI Text to Image (Gemini, Chat GPT)
- Banner and Post Design using Canva AI
- Thumbnail Design with AI

CHAPTER - 10

GOOGLE ADS + AI AD OPTIMIZATION

- Google Search Ads Display Ads
- Video Ads
- Shopping Ads
- Performance Max
- ConversionTracking

AI INTEGRATION

- AI-generated Ad Headlines and Descriptions AI for Keyword Selection
- AI Bidding Suggestions
- AI for Ad Copy Testing
- AI-based Competitor Ad Analysis
- AI Tools for PPC:
 - Google Ads AI • ChatGPT • Semrush • SpyFu

CHAPTER - 11

EMAIL MARKETING

- Email Strategy
- Segmentation
- Personalization
- Automation
- Deliverability

AI INTEGRATION

- AI Email Subject Lines
- AI Personalized Email Copy AI Email Sequence Creation
- AI for Newsletter Content

CHAPTER - 11.1

WHATSAPP & SMS MARKETING

- WhatsApp Campaigns
- SMS Marketing
- Broadcast Strategy
- Compliance

CHAPTER - 12

VIDEO MARKETING

- YouTube Marketing
- Video SEO
- YouTube Monetization

AI INTEGRATION

- AI Video Script Writing
- AI Voiceover Tools

CHAPTER - 13

E-COMMERCE, AMAZON & AFFILIATE MARKETING WITH AI

- Amazon Listing Optimization
- Product Research
- Product Descriptions
- Product SEO

AI INTEGRATION

- AI Product Description Generator
- AI Review Analysis
- AI Product Title Generator
- AI Image Prompt Writing

CHAPTER - 13.1

AFFILIATE MARKETING

- Introduction to Affiliate Marketing
- How the Affiliate Marketing Model Works
- Affiliate Marketing For Increasing Sales And Earning Money
- Apply and Approval Process of Different Affiliates

CHAPTER - 13.2

GOOGLE ADSENSE

- Google AdSense Account Requirements and Eligibility
- Different Types of Ad Format
- Types of Earning
- Payment Procedure

CHAPTER - 14

FREELANCING IN DIGITAL MARKETING

- Freelancing Platforms
- Portfolio Building
- Proposal Writing

AI INTEGRATION

- AI Proposal Generator
- AI Resume Builder
- AI LinkedIn Profile Optimization
- AI Portfolio Content
- AI Interview Preparation

CHAPTER - 15

ONLINE REPUTATION MANAGEMENT

- Online Reputation Management: An Overview
- Managing Negative Feedback
- ORM Techniques
- Manually Tracking Audience Behaviour

CHAPTER - 16

FINAL ASSESSMENT

- Students must create a complete AI-driven digital marketing campaign for one business.
- Market Research
- Buyer Persona
- Website Plan
- SEO Strategy
- Social Media Calendar
- Google Ads Campaign
- Meta Ads Campaign Email Funnel
- Analytics Dashboard
- AI-generated Creatives
- Portfolio Building
- 40+ AI Marketing Prompts

CHAPTER - 17

CERTIFICATIONS INCLUDED

- Google Ads Search Certification
- Google Ads Display Certification
- Google Ads Video Certification
- Google Ads Shopping Ads Certification
- Google Ads Apps Certification
- Google Ads Measurement Certification
- AI-Powered Performance Ads Certification
- SemRush SEO Certification
- WH Certification

CHAPTER - 18

INTERVIEW PREPARATION & CAREER COUNSELLING



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READY...



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