

AI-Powered Digital Marketing SEO Course

Launch your career with our AI-Powered Digital Marketing SEO Course, designed to equip you with cutting-edge skills in SEO, social media, paid ads, e-commerce, content marketing, and analytics. Harness AI-driven tools to drive results in the 2025 digital landscape, preparing you for high-demand roles or freelance success.

Course Overview

This 4-month program delivers hands-on training in digital marketing, with a strong focus on AI-powered SEO strategies, e-commerce, content creation, and data analytics. Learn to promote products and services online and build a competitive edge for careers or freelance opportunities.

Why Join This Course?

- **Real-World Projects:** Create a portfolio with SEO audits, e-commerce stores, ad campaigns, and AI-driven content plans.
- **AI-Powered Tools:** Master Google Search Console, Google Ads, GA4, WordPress, WooCommerce, and AI platforms like ChatGPT and Gemini AI.
- **Expert Guidance:** Learn from professionals with real-world experience.
- **Career Flexibility:** Prepare for roles like SEO Specialist, E-commerce Manager, or Social Media Manager, or freelance on platforms like Fiverr and Upwork.

Course Structure

The course includes seven core modules, each targeting a key digital marketing skill with AI integration:

1. Search Engine Optimization (SEO)

Objective: Boost website rankings using AI-powered SEO strategies.

What You'll Learn:

- Keyword research and AI-driven strategy optimization.
- On-page, off-page, and technical SEO techniques.
- Link-building methods.
- Tools like Google Search Console, Ahrefs, and SEMrush for optimization and performance tracking.

Outcomes:

- Research keywords to drive targeted traffic.
- Implement AI-enhanced SEO strategies to improve rankings.
- Monitor and optimize website performance with analytics tools.

2. Social Media Optimization (SMO)

Objective: Grow brands and engage audiences with AI-supported social strategies.

What You'll Learn:

- Content creation for Instagram, LinkedIn, X, and more.
- Strategies for audience engagement and community building.
- Social media basics for SEO and promotion.
- Tools like Buffer and Instagram Insights for content management and analytics.

Outcomes:

- Create impactful social media campaigns with AI insights.
- Enhance SEO through social media strategies.
- Measure engagement and streamline content with tools.

3. Pay Per Click (PPC) and Google Ads

Objective: Design and manage AI-optimized paid ad campaigns.

What You'll Learn:

- Google Ads campaign setup and AI-driven optimization.
- Keyword bidding and ad copy creation.
- Display ads and remarketing techniques.
- AI tools for bid management and performance tracking.

Outcomes:

- Launch high-performing PPC campaigns with AI support.
- Maximize ad budgets for better ROI.
- Analyze results to refine strategies.

4. E-commerce and Content Marketing

Objective: Develop e-commerce stores and AI-driven content strategies to drive sales and engagement.

What You'll Learn:

- Building e-commerce websites using WordPress and WooCommerce.
- Product page optimization, cart, checkout, and payment gateways.
- Blogging, content strategy, and content calendar creation with AI tools.
- Integration with tools like Yoast SEO and Google Analytics for performance tracking.

Outcomes:

- Create and manage e-commerce stores with WordPress and WooCommerce.
- Optimize product pages and content for sales and SEO.
- Develop AI-supported content plans to drive traffic and engagement.

5. Google Analytics GA4

Objective: Analyze performance with AI-enhanced analytics and SEO reporting.

What You'll Learn:

- GA4 setup and configuration.
- Tracking user behavior and key metrics.
- Campaign performance analysis with AI insights.
- SEO reporting tools like Ubersuggest and SEMrush Overview.

Outcomes:

- Set up GA4 for actionable insights.
- Interpret data to guide marketing and SEO strategies.
- Use reporting tools to track SEO performance.

6. YouTube Advertising

Objective: Create AI-optimized video ads and YouTube channels.

What You'll Learn:

- YouTube ad formats (skippable, non-skippable, bumper ads).
- Video ad creation and AI-driven audience targeting.
- YouTube channel setup and optimization for organic growth.
- Tools for video ad analytics and personalization.

Outcomes:

- Develop targeted YouTube ad campaigns with AI support.
- Set up and optimize YouTube channels for visibility.
- Track and improve ad and channel performance.

7. AI Tools and Freelancing

Objective: Leverage AI tools and freelancing strategies for digital marketing success.

What You'll Learn:

- AI tools for content and automation (e.g., ChatGPT).
- AI for research and planning (e.g., Gemini AI, DeepSeek AI).
- Generative AI for visual content (text-to-image/video).
- Freelancing strategies for SEO, PPC, SMO, and e-commerce services on platforms like Fiverr and Upwork.

Outcomes:

- Use AI tools to streamline content creation and research.
- Create visual content with generative AI.
- Build a freelance business with digital marketing skills.

Additional Benefits

- **AI-Powered Tools:** Use Google Search Console, Google Ads, GA4, WordPress, WooCommerce, and AI platforms like ChatGPT and Gemini AI to stay competitive.
- **Portfolio Development:** Complete projects like e-commerce stores, SEO campaigns, and AI-driven content plans to showcase your skills.
- **Freelance Opportunities:** Offer services on platforms like Fiverr and Upwork with AI-enhanced digital marketing skills.

Teaching Approach

- **Practical Projects:** Apply skills through tasks like building e-commerce stores, creating AI-driven content calendars, and optimizing SEO campaigns.
- **Industry Insights:** Learn from experts with hands-on experience.

Who Can Enroll?

- Beginners with basic computer and internet skills.
- Professionals looking to advance their marketing and SEO expertise.
- Aspiring freelancers aiming to earn online.

Certification

Earn an AI-Powered Digital Marketing SEO Certificate to validate your skills for jobs or freelance work.

Start Your Journey

Ready to excel in AI-powered digital marketing and SEO? Contact us to enroll or get more details.

Website: digibrand.pk