

COURSE OUTLINE

Digital Marketing and Search Engine Optimization (SEO)

One Integrated Course | 12 Lectures | 1.5 Hours Each | 18 Total Contact Hours



Course Level

Beginner to Intermediate

Delivery Mode

Theory + Demonstration + Hands-on Practice + Project Work

Recommended Audience

University students, beginners, freelancers, small-business owners, agency trainees, and early-career marketing professionals

Course Design Principle

SEO is taught as a core digital marketing discipline and applied throughout the same customer-acquisition and measurement framework.

1. Course Overview

This course provides an integrated introduction to digital marketing and search engine optimization. Students learn how to research audiences, plan campaigns, build and optimize websites, conduct keyword research, create search-focused content, manage organic and paid channels, use email and social media, understand technical SEO, and measure performance using modern analytics tools. The course is practical and project-based, with one business or website used throughout the 12 lectures.

2. Course Learning Outcomes

- Explain the digital marketing ecosystem and the role of SEO within an integrated marketing strategy.
- Conduct market, audience, keyword, SERP, and competitor research.
- Build customer personas, funnels, channel strategies, and measurable marketing objectives.
- Plan conversion-focused websites and landing pages and identify basic UX/CRO improvements.
- Perform essential on-page, technical, off-page, and local SEO activities.
- Create search-focused content and social media content aligned with customer intent.
- Plan basic Google Ads and Meta Ads campaigns and understand core paid-media metrics.
- Design simple email marketing and automation sequences.
- Use Google Analytics 4, Google Search Console, UTM tracking, and key performance indicators to evaluate results.
- Create and present a 90-day integrated Digital Marketing and SEO Strategy.

3. Recommended 90-Minute Teaching Format

Time	Component	Purpose
10 min	Review / warm-up	Connect the previous lecture to the new topic.
30-35 min	Core concepts	Explain frameworks, terminology, and strategic principles.
20-25 min	Live demonstration	Show tools, examples, SERPs, websites, campaigns, or reports.
15-20 min	Hands-on activity	Apply the concept to the student's selected business/project.
5-10 min	Q&A + assignment	Check understanding and set the next deliverable.

4. Assessment and Course Project

Assessment Component	Suggested Weight
Attendance and participation	10%
Lecture practical tasks	20%
Short quizzes / concept checks	10%
Mid-course SEO/content assignment	15%
Paid/social/email campaign exercises	15%
Final integrated Digital Marketing + SEO project	30%

Final project recommendation: Students should select one business, website, product, or service in Lecture 1 and use the same project throughout the course. This creates a portfolio-ready body of work instead of disconnected exercises.

5. Recommended Tools

Research & SEO: Google Search, Google Trends, Keyword Planner, Google Search Console, PageSpeed Insights, Screaming Frog; optional Ahrefs/Semrush/Ubersuggest.

Web & Content: WordPress, Rank Math or Yoast, Google Docs/Sheets, Canva, basic AI-assisted ideation/editing tools with human review.

Advertising: Google Ads, Meta Ads Manager.

Analytics & Tracking: Google Analytics 4, Google Tag Manager, UTM parameters, Meta Pixel / event tracking concepts.

Email: Mailchimp, Brevo, or a comparable email platform.

Lecture 1: Digital Marketing and SEO Foundations

Duration: 1.5 hours (90 minutes)

Learning Outcomes

- Explain the role of digital marketing in modern business.
- Identify the major digital channels and how SEO fits within them.
- Distinguish paid, owned, and earned media.
- Map a basic customer journey from awareness to retention.

90-Minute Lecture Plan

Time	Topic / Activity
10 min	Course orientation, expectations, and diagnostic discussion
20 min	Digital marketing ecosystem: SEO, PPC, social, content, email, affiliate, influencer, video
15 min	Traditional vs digital marketing; B2B vs B2C considerations
15 min	Paid, owned, and earned media
15 min	Customer journey and marketing funnel: awareness, consideration, conversion, retention
10 min	Key marketing KPIs and examples
5 min	Recap and assignment briefing

Practical Activity

Select one real or hypothetical business and identify its target audience, current digital channels, likely customer journey, and three measurable marketing goals.

Assignment / Deliverable

Prepare a one-page digital presence audit covering audience, current channels, strengths, weaknesses, and three SMART marketing objectives.

Lecture 2: Market Research, Audience Segmentation, and Digital Strategy

Duration: 1.5 hours (90 minutes)

Learning Outcomes

- Conduct basic market and competitor research.
- Create customer personas using meaningful segmentation variables.
- Develop a clear value proposition and USP.
- Translate business goals into a digital marketing strategy.

90-Minute Lecture Plan

Time	Topic / Activity
10 min	Review of Lecture 1 assignment
15 min	Market research: market size, demand signals, trends, and customer problems
15 min	Segmentation: demographic, geographic, psychographic, and behavioral
15 min	Buyer personas, pain points, motivations, objections, and triggers
15 min	Competitor analysis and SWOT
10 min	Value proposition, positioning, and USP
5 min	Channel selection and objective alignment
5 min	Recap and assignment briefing

Practical Activity

Build one primary buyer persona and compare the selected business with two competitors using a simple SWOT and positioning grid.

Assignment / Deliverable

Create two buyer personas and a basic strategy sheet showing goals, audience, value proposition, funnel stage, channel, and KPI for each objective.

Lecture 3: Website Marketing, User Experience, CRO, and Tracking Basics

Duration: 1.5 hours (90 minutes)

Learning Outcomes

- Explain the website's role as the center of digital marketing.
- Identify conversion and user-experience problems.
- Design a basic landing page structure.
- Understand the purpose of analytics, tags, and conversion tracking.

90-Minute Lecture Plan

Time	Topic / Activity
10 min	Review and discussion
15 min	Domain, hosting, CMS, WordPress, and website architecture
15 min	Homepage, service/product pages, blog, landing pages, and lead forms
15 min	UX principles: navigation, trust, mobile responsiveness, accessibility, speed
15 min	Conversion Rate Optimization: CTA, social proof, friction, forms, offers
10 min	Tracking stack introduction: GA4, Google Tag Manager, pixels, UTM parameters
5 min	Mini website audit
5 min	Assignment briefing

Practical Activity

Audit a website or landing page for message clarity, CTA placement, trust signals, mobile usability, and conversion friction. Sketch an improved landing page wireframe.

Assignment / Deliverable

Create a simple website/landing-page plan with page purpose, primary CTA, trust elements, and the events/conversions that should be tracked.

Lecture 4: SEO Fundamentals, Search Engines, SERPs, and Search Intent

Duration: 1.5 hours (90 minutes)

Learning Outcomes

- Explain crawling, rendering, indexing, and ranking.
- Identify major types of search intent.
- Differentiate organic SEO from paid search.
- Analyze a SERP to infer what users and Google expect.

90-Minute Lecture Plan

Time	Topic / Activity
10 min	Review and linking website strategy to SEO
15 min	What SEO is and where it fits in digital marketing
20 min	How search engines work: crawling, rendering, indexing, ranking
15 min	SERP features: organic results, local pack, snippets, PAA, images, video, shopping
15 min	Search intent: informational, navigational, commercial, transactional, local
10 min	On-page, off-page, technical, local, content, and e-commerce SEO
5 min	Assignment briefing

Practical Activity

Analyze three search result pages and document the dominant intent, content formats ranking, SERP features, and likely reasons the top pages satisfy the query.

Assignment / Deliverable

Complete a SERP analysis worksheet for five keywords relevant to the course project.

Lecture 5: Keyword Research, Competitor Analysis, and Content Mapping

Duration: 1.5 hours (90 minutes)

Learning Outcomes

- Build a relevant keyword list using free and paid research methods.
- Evaluate keywords using intent, relevance, volume, difficulty, and commercial value.
- Perform keyword and content-gap analysis.
- Map keyword clusters to appropriate pages.

90-Minute Lecture Plan

Time	Topic / Activity
10 min	Review of SERP analysis
15 min	Keyword types: head, long-tail, branded, non-branded, local, informational, commercial
15 min	Keyword metrics: volume, difficulty, CPC, trend, relevance, business value
15 min	Research sources: Google, Keyword Planner, Trends, Search Console, Ahrefs/Semrush overview
15 min	Competitor keywords, content gaps, PAA, related searches, autocomplete
10 min	Clustering, topical maps, entities, and cannibalization prevention
5 min	Keyword-to-page mapping
5 min	Assignment briefing

Practical Activity

Build a 20-30 keyword seed list, classify search intent, cluster related terms, and map the strongest clusters to homepage, service/product pages, category pages, or blog content.

Assignment / Deliverable

Submit a keyword research sheet with at least 30 keywords, intent, cluster, target URL/page type, priority, and brief rationale.

Lecture 6: On-Page SEO, Content Marketing, and Conversion Copywriting

Duration: 1.5 hours (90 minutes)

Learning Outcomes

- Optimize a page for search intent without keyword stuffing.
- Write effective titles, descriptions, headings, introductions, and CTAs.
- Use internal links and semantic coverage to strengthen topical relevance.
- Apply people-first content and E-E-A-T principles.

90-Minute Lecture Plan

Time	Topic / Activity
10 min	Keyword map review
15 min	On-page elements: title, meta description, URL, H1-H3, first paragraph, body copy
15 min	Search-intent matching and content structure
15 min	Content marketing: pillar pages, clusters, FAQs, multimedia, freshness
10 min	Internal linking, anchor text, external references, image ALT text
10 min	E-E-A-T, helpful content, originality, fact-checking, and AI-assisted writing
10 min	Copywriting frameworks: AIDA, PAS, benefits, proof, CTA
5 min	Assignment briefing

Practical Activity

Optimize one page draft for a target keyword, including SEO title, meta description, heading hierarchy, content outline, internal links, and conversion CTA.

Assignment / Deliverable

Produce a publish-ready 700-1,000 word SEO content brief or page draft based on the keyword research completed in Lecture 5.

Lecture 7: Technical SEO, WordPress SEO, Core Web Vitals, and Search Console

Duration: 1.5 hours (90 minutes)

Learning Outcomes

- Recognize common technical SEO issues.
- Configure core WordPress SEO settings.
- Interpret key Core Web Vitals and speed recommendations.
- Use Google Search Console for indexing and performance checks.

90-Minute Lecture Plan

Time	Topic / Activity
10 min	On-page review
15 min	Technical SEO foundations: robots.txt, XML sitemap, canonical tags, redirects, status codes
15 min	Indexation issues, duplicate content, crawl budget, parameters, HTTPS, mobile-first indexing
15 min	WordPress SEO: permalinks, categories/tags, SEO plugins, breadcrumbs, media settings
15 min	Performance: LCP, INP, CLS, image optimization, caching, CDN, CSS/JS considerations
15 min	Google Search Console: Performance, URL Inspection, Indexing, sitemaps, Core Web Vitals
5 min	Assignment briefing

Practical Activity

Run a basic technical audit using Search Console/PageSpeed Insights or a sample audit dataset. Identify at least five issues and prioritize them by impact and effort.

Assignment / Deliverable

Create a one-page technical SEO audit with issue, evidence, SEO impact, recommended fix, and priority.

Lecture 8: Off-Page SEO, Link Building, Local SEO, and Online Reputation

Duration: 1.5 hours (90 minutes)

Learning Outcomes

- Evaluate backlink quality and relevance.
- Identify policy-compliant link acquisition opportunities.
- Optimize core local SEO signals.
- Connect reviews and online reputation with visibility and conversion.

90-Minute Lecture Plan

Time	Topic / Activity
10 min	Technical audit review
15 min	Backlinks, referring domains, authority, relevance, placement, and anchor text
15 min	Link earning: digital PR, guest contributions, resources, partnerships, linkable assets, broken links
10 min	Risky practices, link schemes, spam signals, and quality control
15 min	Local SEO: Google Business Profile, categories, services, NAP consistency, citations, location pages
10 min	Reviews, reputation management, responses, and trust
10 min	Local link building and LocalBusiness schema overview
5 min	Assignment briefing

Practical Activity

Compare the backlink/local presence of two competitors and identify five realistic link or local visibility opportunities for the course project.

Assignment / Deliverable

Prepare an off-page and local SEO action plan with 10 opportunities, expected value, difficulty, and outreach/action method.

Lecture 9: Social Media Marketing and Organic Content Strategy

Duration: 1.5 hours (90 minutes)

Learning Outcomes

- Choose social platforms based on audience and objectives.
- Build a practical social media content system.
- Create posts for awareness, engagement, trust, and conversion.
- Measure organic social performance.

90-Minute Lecture Plan

Time	Topic / Activity
10 min	Connecting SEO content with social distribution
15 min	Platform roles: Facebook, Instagram, LinkedIn, TikTok, YouTube, Pinterest, X
15 min	Content pillars, formats, hooks, storytelling, and brand consistency
15 min	Reels/Shorts, carousels, stories, static posts, long-form video
10 min	Community management, comments, social proof, and reputation
10 min	Posting cadence, content calendar, repurposing, and workflow
10 min	Metrics: reach, impressions, engagement rate, clicks, followers, leads, conversions
5 min	Assignment briefing

Practical Activity

Create a seven-day social media plan with at least three content formats and write one complete post with hook, body, CTA, and visual concept.

Assignment / Deliverable

Submit a one-week social content calendar aligned with one campaign goal and buyer persona.

Lecture 10: Paid Advertising: Google Ads and Meta Ads

Duration: 1.5 hours (90 minutes)

Learning Outcomes

- Explain how paid search and paid social differ.
- Structure basic Google Search and Meta campaigns.
- Select appropriate targeting, keywords, creatives, objectives, and budgets.
- Interpret core paid media metrics.

90-Minute Lecture Plan

Time	Topic / Activity
10 min	Organic vs paid acquisition
20 min	Google Ads: campaign/ad group structure, keywords, match types, negatives, ad assets, Quality Score
15 min	Bidding, CPC, CTR, conversions, landing-page relevance, and budget control
20 min	Meta Ads: campaign/ad set/ad structure, objectives, audiences, placements, creatives, retargeting
10 min	Pixels/events, conversion tracking, custom audiences, and remarketing
10 min	A/B testing and paid media metrics: CPM, CPC, CPA, ROAS
5 min	Assignment briefing

Practical Activity

Build a mock paid campaign for the course project: one Google Search ad group and one Meta ad set, including objective, audience/keywords, budget, ad copy, creative concept, and KPI.

Assignment / Deliverable

Submit a paid media campaign sheet with Google Ads and Meta Ads components plus a simple testing plan.

Lecture 11: Email Marketing, Automation, Analytics, and Performance Reporting

Duration: 1.5 hours (90 minutes)

Learning Outcomes

- Build a basic permission-based email funnel.
- Design simple automated sequences.
- Use GA4, Search Console, and campaign metrics to evaluate performance.
- Calculate and interpret ROI, ROAS, CPA, conversion rate, and related KPIs.

90-Minute Lecture Plan

Time	Topic / Activity
10 min	Paid campaign review
15 min	Email list building, consent, segmentation, personalization, and deliverability
15 min	Campaign types: welcome, nurture, newsletter, promotional, abandoned cart, re-engagement
10 min	Automation logic, triggers, timing, and lead nurturing
15 min	GA4 concepts: users, sessions, events, conversions, source/medium, acquisition
10 min	UTM tracking, attribution basics, and cross-channel measurement
10 min	KPIs: CTR, conversion rate, CPA, CAC, ROAS, ROI, LTV
5 min	Assignment briefing

Practical Activity

Design a three-email automated sequence and analyze a short sample dataset to calculate CTR, conversion rate, CPA, and ROAS.

Assignment / Deliverable

Prepare a one-page performance dashboard/report showing the most important SEO, social, paid, email, and website KPIs for the course project.

Lecture 12: Integrated Digital Marketing and SEO Campaign, Audit, and Final Project

Duration: 1.5 hours (90 minutes)

Learning Outcomes

- Combine SEO, content, social, paid, email, and analytics into one coherent plan.
- Prioritize activities based on business goals and resources.
- Present a professional marketing and SEO roadmap.
- Understand entry-level career and freelancing pathways.

90-Minute Lecture Plan

Time	Topic / Activity
10 min	Course review and integration
15 min	Integrated campaign framework: objective -> audience -> funnel -> channel -> content -> measurement
15 min	SEO roadmap: audit, keywords, pages, content, technical fixes, links, local
15 min	Marketing roadmap: social, paid, email, landing pages, tracking, remarketing
10 min	Budget allocation, timelines, prioritization, and experimentation
10 min	Reporting, stakeholder communication, and monthly optimization cycle
10 min	Career paths, portfolio building, freelancing, proposals, and client reporting
5 min	Final project instructions and closing

Practical Activity

Students present a concise integrated strategy for their selected business and receive peer/instructor feedback on priorities, channel mix, SEO roadmap, KPIs, and feasibility.

Assignment / Deliverable

Final project: submit a complete Digital Marketing and SEO Strategy including audit, personas, competitor review, funnel, keyword map, on-page recommendations, technical audit, content/social plan, paid media plan, email flow, KPIs, and a 90-day roadmap.

Course Progression at a Glance

The sequence is designed so that each lecture adds another layer to the same business project, moving from strategy and audience understanding to website optimization, SEO, channel execution, measurement, and final integration.

Lectures	Phase	Main Output
1-3	Marketing foundations	Audience, objectives, funnel, website and tracking plan
4-6	Search and content	SERP analysis, keyword map, optimized content/page draft
7-8	SEO implementation	Technical, WordPress, off-page and local SEO action plan
9-11	Channel execution	Social calendar, paid campaign, email sequence, KPI dashboard
12	Integration	Final 90-day Digital Marketing and SEO Strategy

Final Project Checklist

- Business overview and SMART objectives
- Target audience and buyer personas
- Competitor and SWOT analysis
- Customer journey and marketing funnel
- Website/landing page and conversion recommendations
- Keyword research and keyword-to-page mapping
- On-page SEO and content recommendations
- Technical SEO audit and prioritized fixes
- Off-page/link-building and local SEO plan
- Organic social media content plan
- Google Ads and Meta Ads campaign outline
- Email automation sequence
- Analytics, tracking plan, and KPI dashboard
- 90-day implementation roadmap and priorities

Recommended Outcome

By the end of the course, a successful student should be able to plan, explain, and execute the core components of a small-to-medium digital marketing campaign while also performing foundational SEO work. The final project can be used as a portfolio case study for internships, entry-level roles, freelance proposals, or small-business marketing work.