

## Digital Marketing Bootcamp

Module		Week	Topic
Module 1	Search Engine Optimisation	Week 1	Introduction
		Week 2	SEO terminology & How to analyse a website
		Week 3 & 4	How to fix your website SEO for better search results
Module 2	Link Building	Week 5	Introduction to Link Building
		Week 6	How to do link building and why it's an important part of SEO)
Module 3	Content Marketing	Week 7	Introduction and Important of Content marketing
		Week 8	How to master the art of Content Marketing
Module 4	Social Media Optimisation	Week 9	Introduction to SMO
		Week 10	How to maximise the effectiveness of your social media account for better results (SEO Planning)
Module 5	Paid Advertising	Week 11	What is Paid Advertising? And how to use them to driver targeted traffic
Module 6	Email Marketing	Week 12	What is email marketing? And how to do it right?