



MARKETER ACADEMY

Digital Marketing Course Syllabus

2026 Edition

30

MODULES

166

LESSONS

20

FREE MODULES

300+

EXERCISES

SEO Course: 12 Modules, 111 Lessons (Free)

GEO Course: 8 Modules, 55 Lessons (Free)

Digital Marketing: 10 Modules (Coming Soon)

Table of Contents

30 modules covering the full spectrum of digital marketing

SEO COURSE (MODULES 1-12)

Module 1	SEO Fundamentals	7 lessons
Module 2	Keyword Research	9 lessons
Module 3	On-Page SEO	11 lessons
Module 4	Technical SEO	16 lessons
Module 5	Content Strategy	12 lessons
Module 6	Link Building	12 lessons
Module 7	Local SEO	8 lessons
Module 8	E-commerce SEO	6 lessons
Module 9	SEO Tools	9 lessons
Module 10	SEO Analytics	8 lessons
Module 11	Advanced SEO	7 lessons
Module 12	AI and SEO	6 lessons

GEO COURSE (MODULES 13-20)

Module 13	AI Search Architecture	8 lessons
Module 14	Citation Engineering	7 lessons
Module 15	Platform Content Strategies	7 lessons
Module 16	Technical GEO	7 lessons
Module 17	AI Brand Building	7 lessons
Module 18	Multimodal Search	7 lessons
Module 19	GEO Analytics and Reporting	6 lessons
Module 20	GEO Strategy and Roadmap	6 lessons

DIGITAL MARKETING (MODULES 21-30)

Module 21	Social Media Marketing	10 topics
Module 22	Email Marketing	10 topics
Module 23	Content Marketing	10 topics
Module 24	PPC and Google Ads	10 topics
Module 25	Social Media Advertising	10 topics
Module 26	Analytics and Data	10 topics
Module 27	Marketing Automation and CRM	10 topics
Module 28	Conversion Rate Optimization	10 topics
Module 29	Affiliate and Influencer Marketing	10 topics
Module 30	Digital Marketing Strategy and Planning	10 topics

SEO Course

12 Modules • 111 Interactive Lessons • Beginner to Advanced • Free

What You Will Learn

This comprehensive SEO course takes you from absolute beginner to advanced practitioner. You will learn how search engines discover, evaluate, and rank web pages. You will master keyword research, on-page optimization, technical SEO, content strategy, link building, local SEO, e-commerce SEO, and the latest AI-powered search strategies.

Every lesson includes interactive exercises, real-world examples, and a quiz. Complete all 12 modules to earn a verified certificate with your Signal Score.

Beginner to Advanced

111 Interactive Lessons

300+ Exercises

Free Certificate

Signal Score Tracking

Start learning SEO for free. Exercises and quizzes in every lesson.

START SEO COURSE →

MODULE 1

RELEVANCE

SEO Fundamentals

7 lessons

1.1	What is SEO?	Beginner	8 min
1.2	How Search Engines Work	Beginner	12 min
1.3	Types of SEO	Beginner	8 min
1.4	Google SERP Features Explained	Beginner	10 min
1.5	On-Page vs Off-Page vs Technical SEO	Beginner	8 min
1.6	How AI Search Works	Beginner	10 min
1.7	SEO Glossary: 50 Essential Terms	Beginner	15 min

MODULE 2

RELEVANCE

Keyword Research

9 lessons

2.1	What is Keyword Research?	Beginner	8 min
2.2	Types of Keywords	Beginner	10 min
2.3	Understanding Search Intent	Beginner	12 min
2.4	Keyword Difficulty	Intermediate	10 min
2.5	Keyword Research Tools	Beginner	15 min
2.6	Competitor Keyword Analysis	Intermediate	12 min
2.7	Keyword Clustering	Intermediate	10 min
2.8	Keyword Mapping	Intermediate	10 min
2.9	Building a Complete Keyword Strategy	Intermediate	12 min

MODULE 3

RELEVANCE

On-Page SEO

11 lessons

3.1	What is On-Page SEO?	Beginner	8 min
3.2	Title Tags	Beginner	10 min
3.3	Meta Descriptions	Beginner	8 min
3.4	Heading Structure (H1-H6)	Beginner	10 min
3.5	URL Structure	Beginner	8 min
3.6	Content Optimization	Intermediate	15 min
3.7	Image Optimization	Beginner	10 min
3.8	Internal Linking	Intermediate	12 min
3.9	Featured Snippet Optimization	Intermediate	12 min
3.10	E-E-A-T Signals	Intermediate	12 min
3.11	On-Page SEO Audit Checklist	Intermediate	10 min

MODULE 4

PRESENCE

Technical SEO

16 lessons

4.1	What is Technical SEO?	Beginner	8 min
4.2	Site Architecture and Crawl Depth	Intermediate	12 min
4.3	Crawlability and Crawl Budget	Intermediate	10 min
4.4	Robots.txt	Intermediate	10 min
4.5	XML Sitemaps	Intermediate	10 min
4.6	Indexing and Index Management	Intermediate	12 min
4.7	Core Web Vitals	Intermediate	15 min
4.8	Mobile-First Indexing	Intermediate	10 min
4.9	HTTPS and Security	Beginner	8 min
4.10	Canonical Tags	Intermediate	10 min
4.11	Hreflang for International SEO	Advanced	12 min
4.12	Structured Data and Schema Markup	Intermediate	15 min
4.13	JavaScript SEO	Advanced	14 min
4.14	Log File Analysis	Advanced	12 min
4.15	Page Speed Optimization	Intermediate	14 min
4.16	Technical SEO Audit	Advanced	15 min

MODULE 5

RELEVANCE

Content Strategy

12 lessons

5.1	Content Strategy for SEO	Intermediate	12 min
5.2	Pillar-Cluster Content Model	Intermediate	12 min
5.3	SEO Copywriting	Intermediate	14 min
5.4	Semantic SEO	Intermediate	12 min
5.5	Topical Authority	Intermediate	14 min
5.6	Content Gap Analysis	Intermediate	10 min
5.7	Creating SEO Content Briefs	Intermediate	12 min
5.8	Content Calendars and Planning	Intermediate	10 min
5.9	Content Refresh Strategy	Intermediate	10 min
5.10	AI Content Workflows	Intermediate	12 min
5.11	Content Quality Scoring	Advanced	10 min
5.12	Content Strategy Workshop	Advanced	15 min

MODULE 6

TRUST

Link Building

12 lessons

6.1	What Are Backlinks?	Beginner	8 min
6.2	Types of Backlinks	Beginner	10 min
6.3	Guest Posting Strategy	Intermediate	12 min
6.4	Digital PR for Link Building	Intermediate	14 min
6.5	HARO and Journalist Outreach	Intermediate	12 min
6.6	Broken Link Building	Intermediate	10 min
6.7	Resource Page Link Building	Intermediate	10 min
6.8	Competitor Backlink Analysis	Intermediate	12 min
6.9	Link Building Outreach Templates	Intermediate	10 min
6.10	E-E-A-T and Authority Building	Advanced	12 min
6.11	Link Audit and Disavow	Advanced	12 min
6.12	AI Citation as Link Building	Advanced	10 min

MODULE 7**PRESENCE****Local SEO**

8 lessons

7.1	What is Local SEO?	Beginner	8 min
7.2	Google Business Profile Optimization	Beginner	12 min
7.3	Local Keyword Strategy	Intermediate	10 min
7.4	Local Citations and NAP	Intermediate	10 min
7.5	Google Maps Optimization	Intermediate	10 min
7.6	Review Management	Intermediate	10 min
7.7	Local Link Building	Intermediate	10 min
7.8	Local SEO Audit	Advanced	12 min

MODULE 8**RELEVANCE****E-commerce SEO**

6 lessons

8.1	E-commerce SEO Fundamentals	Intermediate	10 min
8.2	Product Page Optimization	Intermediate	12 min
8.3	Category Page SEO	Intermediate	10 min
8.4	E-commerce Schema Markup	Intermediate	12 min
8.5	Faceted Navigation SEO	Advanced	12 min
8.6	E-commerce SEO Audit	Advanced	12 min

MODULE 9

MOMENTUM

SEO Tools

9 lessons

9.1	Google Search Console Mastery	Beginner	15 min
9.2	Google Analytics 4 for SEO	Intermediate	14 min
9.3	Ahrefs for SEO	Intermediate	12 min
9.4	SEMrush for SEO	Intermediate	12 min
9.5	Screaming Frog SEO Spider	Intermediate	12 min
9.6	PageSpeed Insights and Lighthouse	Intermediate	10 min
9.7	Schema Markup Validators	Intermediate	8 min
9.8	AI SEO Tools	Intermediate	10 min
9.9	Building Your SEO Toolkit	Intermediate	10 min

MODULE 10

MOMENTUM

SEO Analytics

8 lessons

10.1	SEO KPIs and Metrics	Intermediate	12 min
10.2	Keyword Rank Tracking	Intermediate	10 min
10.3	Organic Traffic Analysis	Intermediate	12 min
10.4	Conversion Tracking for SEO	Intermediate	12 min
10.5	SEO Reporting	Intermediate	10 min
10.6	Competitor Benchmarking	Intermediate	12 min
10.7	AI Visibility Tracking	Advanced	10 min
10.8	Building an SEO Dashboard	Advanced	14 min

MODULE 11

MOMENTUM

Advanced SEO

7 lessons

11.1	Voice Search Optimization	Advanced	10 min
11.2	Zero-Click Search Strategy	Advanced	12 min
11.3	CRO for SEO	Advanced	12 min
11.4	Site Migration SEO	Advanced	14 min
11.5	SEO Automation	Advanced	12 min
11.6	Programmatic SEO	Advanced	14 min
11.7	Penalty Recovery	Advanced	12 min

MODULE 12

MOMENTUM

AI and SEO

6 lessons

12.1	GEO Fundamentals	Intermediate	12 min
12.2	How LLMs Rank Content	Advanced	14 min
12.3	AI Overviews Optimization	Advanced	12 min
12.4	Search Signal Framework	Advanced	14 min
12.5	AI Content Strategy	Advanced	12 min
12.6	Future of Search	Advanced	10 min

GEO Course

Generative Engine Optimization • 8 Modules • 55 Lessons • Free

What You Will Learn

Generative Engine Optimization (GEO) is the practice of optimizing your content to be cited by AI platforms like ChatGPT, Perplexity, Google AI Overviews, Claude, Gemini, and Grok. This course teaches you the architecture of each AI search system, how to engineer citations, build content strategies for each platform, implement technical GEO, and measure AI visibility.

Research shows only 11% of domains are cited across multiple AI platforms. This course gives you the strategy to be in that 11%. Prerequisite: Complete the SEO Course first.

AI Search Architecture

Citation Engineering

6 AI Platforms

57 Lessons

Free Certificate

Master AI visibility. Get cited by ChatGPT, Perplexity, Gemini, and AI Overviews.

[START GEO COURSE →](#)

Prerequisite: Complete the SEO Course first. GEO builds on SEO fundamentals. Module numbers continue from the SEO course (Modules 13-20).

MODULE 13

PRESENCE

AI Search Architecture

8 lessons

13.1	Inside ChatGPT Search	Advanced	14 min
13.2	Perplexity Retrieval Engine	Advanced	12 min
13.3	Google AI Mode and AI Overviews	Advanced	14 min
13.4	Optimizing for Claude, Gemini, Grok	Intermediate	12 min
13.5	RAG Systems Decoded	Advanced	16 min
13.6	AI Search Indexes vs Google Index	Advanced	12 min
13.7	Platform Divergence: 11% Overlap	Advanced	10 min
13.8	AI Platform Visibility Audit	Advanced	20 min

MODULE 14

TRUST

Citation Engineering

7 lessons

14.1	7 Citation Trigger Patterns	Advanced	14 min
14.2	Brand Authority as #1 Predictor	Advanced	12 min
14.3	Creating Original Research for AI	Advanced	14 min
14.4	Reference Content Architecture	Advanced	12 min
14.5	Expert Quotation Strategy	Advanced	10 min
14.6	Content Chunking for RAG	Advanced	12 min
14.7	Citation Engineering Workshop	Advanced	18 min

MODULE 15

RELEVANCE

Platform Content Strategies

7 lessons

15.1	ChatGPT Content Strategy	Advanced	14 min
15.2	Perplexity Content Strategy	Advanced	12 min
15.3	AI Overviews Advanced Strategy	Advanced	14 min
15.4	GEO for E-commerce	Advanced	12 min
15.5	GEO for SaaS and B2B	Advanced	12 min
15.6	GEO for Publishers and Local	Advanced	12 min
15.7	Multi-Platform Content Workshop	Advanced	16 min

MODULE 16

PRESENCE

Technical GEO

7 lessons

16.1	Advanced llms.txt Implementation	Advanced	12 min
16.2	Schema Markup for AI Citation	Advanced	14 min
16.3	AI Crawler Management	Advanced	12 min
16.4	Clean HTML for AI Extraction	Advanced	12 min
16.5	Site Architecture for AI Authority	Advanced	14 min
16.6	APIs and Data Feeds for AI Agents	Advanced	12 min
16.7	Technical GEO Audit Workshop	Advanced	18 min

MODULE 17

TRUST

AI Brand Building

7 lessons

17.1	Entity Optimization for AI	Advanced	14 min
17.2	Training Data Influence Strategy	Advanced	12 min
17.3	Digital PR for AI Citations	Advanced	14 min
17.4	AI Brand Reputation Management	Advanced	12 min
17.5	AI-First Content Ecosystem	Advanced	14 min
17.6	Social Proof for LLM Trust	Advanced	10 min
17.7	Brand Authority Audit Workshop	Advanced	16 min

MODULE 18

MOMENTUM

Multimodal Search

7 lessons

18.1	Multimodal AI: Text + Image + Video	Advanced	14 min
18.2	Visual Search Optimization	Advanced	12 min
18.3	Video and Podcast Transcript SEO	Advanced	12 min
18.4	Voice Search in AI Era	Advanced	10 min
18.5	AI Agents and Agentic Commerce	Advanced	14 min
18.6	AI Shopping and Product Discovery	Advanced	12 min
18.7	Multimodal Content Audit Workshop	Advanced	16 min

MODULE 19

MOMENTUM

GEO Analytics and Reporting

6 lessons

19.1	AI Citation Tracking Tools	Advanced	14 min
19.2	Measuring AI Platform Visibility	Advanced	12 min
19.3	GEO Performance Reporting	Advanced	12 min
19.4	ROI Measurement for GEO	Advanced	12 min
19.5	Competitive GEO Analysis	Advanced	12 min
19.6	Attribution for AI Traffic	Advanced	14 min

MODULE 20

MOMENTUM

GEO Strategy and Roadmap

6 lessons

20.1	Multi-Platform GEO Strategy	Advanced	14 min
20.2	GEO Roadmap (30-60-90 Days)	Advanced	12 min
20.3	Team and Workflow Setup	Advanced	10 min
20.4	The Future of AI Search	Advanced	12 min
20.5	GEO Career Opportunities	Intermediate	10 min
20.6	Building a GEO Practice	Advanced	14 min

Digital Marketing

10 Essential Modules • 100 Topics • Coming Soon

Beyond Search: The Complete Digital Marketer

These 10 modules cover every essential digital marketing discipline beyond SEO and GEO. From social media and email marketing to PPC, analytics, CRO, and full-funnel strategy, this curriculum prepares you for any digital marketing role or business challenge.

Each module includes 10 in-depth topics with references from industry-leading certification programs including Google Skillshop, HubSpot Academy, Meta Blueprint, and CXL Institute.

Status: Course content is being developed. [Sign up free](#) at marketer.asia to get notified when these modules launch.

MODULE 21 Social Media Marketing

10 topics

Build a social media strategy that drives engagement, community, and revenue across every major platform.

1. Social media strategy development and goal setting
2. Platform-specific marketing (Facebook, Instagram, LinkedIn, X, TikTok)
3. Content calendar creation and publishing strategy
4. Community building and engagement tactics
5. Social media analytics, KPIs, and reporting
6. Social listening and reputation monitoring
7. Organic vs. paid social strategy and budget allocation
8. Short-form video strategy (Reels, Shorts, TikTok)
9. Social commerce and shoppable posts setup
10. Social media crisis management and response plans

Referenced: HubSpot Academy, Hootsuite Academy, Meta Blueprint

MODULE 22 Email Marketing

10 topics

Master email marketing from list building to automated sequences that convert subscribers into customers.

1. Email marketing strategy and campaign types
2. List building, lead magnets, and opt-in capture
3. Audience segmentation and personalization at scale
4. Email design, copywriting, and subject line optimization
5. Automation workflows and drip campaign sequences
6. Email deliverability (SPF, DKIM, DMARC, warm-up)
7. Email analytics, A/B testing, and optimization
8. Compliance: CAN-SPAM, GDPR, and consent management
9. Lifecycle and behavioral email marketing
10. WhatsApp Business and messaging channel integration

Referenced: HubSpot Email Marketing Certification, Mailchimp Academy

MODULE 23 Content Marketing

10 topics

Create, distribute, and measure content that attracts, engages, and converts your target audience.

1. Content strategy framework and planning
2. Content marketing funnel (TOFU, MOFU, BOFU) mapping
3. Storytelling, brand narrative, and content pillars
4. Blog content creation and SEO writing techniques
5. Video content marketing and YouTube strategy
6. Content repurposing and multi-channel distribution
7. Copywriting fundamentals: AIDA, PAS, and frameworks
8. AI-assisted content creation and editorial workflows
9. Visual content: infographics, carousels, and data viz
10. Content performance measurement and ROI tracking

Referenced: HubSpot Content Marketing Certification, Content Marketing Institute

MODULE 24 **PPC and Google Ads**

10 topics

Run profitable paid search campaigns from account setup through optimization and scaling.

1. Google Ads account structure, campaigns, and ad groups
2. Keyword research for PPC and match type strategy
3. Bidding strategies: manual, automated, target CPA/ROAS
4. Search campaign creation, ad copy, and extensions
5. Display advertising and Google Display Network (GDN)
6. Performance Max and AI-powered campaign types
7. Remarketing, audience targeting, and customer lists
8. Quality Score, Ad Rank, and landing page optimization
9. Conversion tracking, attribution, and campaign analytics
10. Google Ads + SEO synergy: combined search strategy

Referenced: Google Skillshop Certification

MODULE 25 **Social Media Advertising**

10 topics

Create and optimize paid social campaigns across Meta, LinkedIn, TikTok, and YouTube.

1. Paid social fundamentals and platform selection
2. Meta Ads: campaign structure, objectives, and Advantage+
3. Meta targeting: Core, Custom, and Lookalike audiences
4. Meta Pixel, Conversions API, and server-side tracking
5. LinkedIn Advertising: Sponsored Content and Lead Gen Forms
6. TikTok Ads and emerging platform advertising
7. Campaign budget optimization (CBO) and bidding
8. A/B testing ad creative, copy, and placements
9. Retargeting funnels and full-funnel ad strategy
10. ROAS measurement, reporting, and ad policy compliance

Referenced: Meta Blueprint Certification, LinkedIn Marketing Labs

MODULE 26 Analytics and Data

10 topics

Measure everything that matters with GA4, GTM, and modern analytics tools.

1. Web analytics fundamentals and measurement planning
2. Google Analytics 4 setup, configuration, and migration
3. GA4 event tracking, custom events, and parameters
4. GA4 reports, explorations, funnels, and path analysis
5. Audience building, segmentation, and user properties
6. Google Tag Manager (GTM) setup and tag management
7. Google Search Console integration and search analytics
8. Looker Studio dashboards and automated reporting
9. Multi-touch attribution and conversion modeling
10. Privacy-first analytics: consent, cookieless, and GA4 modes

Referenced: Google Analytics Academy, GA4 Skillshop Certification

MODULE 27 Marketing Automation and CRM

10 topics

Automate repetitive marketing tasks and build systems that nurture leads at scale.

1. Marketing automation fundamentals and platform selection
2. CRM basics: contact management and pipeline tracking
3. Lead scoring, qualification (MQL, SQL), and routing
4. Workflow and sequence building for nurture campaigns
5. Email automation: welcome series, cart abandonment, re-engagement
6. Customer journey mapping and lifecycle orchestration
7. CRM platform integration (HubSpot, Salesforce, Zoho)
8. Chatbots, conversational marketing, and AI assistants
9. Sales and marketing alignment (SLA, shared dashboards)
10. Campaign attribution and automation ROI measurement

Referenced: HubSpot Marketing Hub Certification, Salesforce Trailhead

MODULE 28 Conversion Rate Optimization

10 topics

Turn more visitors into customers through systematic testing and data-driven optimization.

1. CRO fundamentals: methodology, frameworks, and process
2. Landing page optimization and high-converting page design
3. A/B testing, multivariate testing, and experimentation
4. User behavior analysis: heatmaps, session recordings, surveys
5. Persuasion psychology and behavioral design principles
6. Funnel analysis, drop-off diagnosis, and optimization
7. Copywriting for conversions: headlines, CTAs, and microcopy
8. Website UX audits and usability testing
9. Personalization, dynamic content, and smart CTAs
10. Building a CRO testing program and prioritization (ICE/PIE)

Referenced: CXL Institute Conversion Optimization Minidegree

MODULE 29 Affiliate and Influencer Marketing

10 topics

Build revenue through affiliate partnerships and strategic influencer collaborations.

1. Affiliate marketing fundamentals and commission models
2. Affiliate network selection (Amazon Associates, CJ, Impact)
3. Building and managing your own affiliate program
4. Influencer marketing: nano, micro, macro, and mega tiers
5. Influencer discovery, vetting, and outreach
6. Campaign planning, creative briefs, and deliverables
7. Influencer compensation models and contract essentials
8. Performance tracking, attribution, and ROI measurement
9. Brand ambassador programs and long-term partnerships
10. FTC compliance, disclosure requirements, and legal guidelines

Referenced: Shopify Academy, Impact Partnerships Academy

MODULE 30 **Digital Marketing Strategy and Planning**

10 topics

Build a complete digital marketing strategy from research through execution and measurement.

1. Digital marketing strategy framework (SWOT, RACE, SOSTAC)
2. Customer research, personas, and market analysis
3. Channel selection and media mix planning
4. Budget planning, resource allocation, and forecasting
5. Campaign planning, execution, and project management
6. Brand positioning, messaging framework, and value props
7. Omnichannel marketing integration and consistency
8. Marketing technology (MarTech) stack selection
9. AI and emerging technology in digital marketing
10. Building and managing a high-performance marketing team

Referenced: Google Digital Garage, HubSpot Digital Marketing Certification

What You Get

Everything included for free. No hidden charges. No premium tier.



166 Interactive Lessons

Real examples, inline exercises, and quizzes in every lesson. Learn by doing, not watching videos.



300+ Exercises

Drag-and-drop, matching, ordering, fill-in-the-blank, and scenario-based exercises. Practice immediately.



Signal Score Tracking

Track progress across 4 dimensions: Presence, Trust, Relevance, Momentum. See exactly where you stand.



Free Verified Certificate

Complete the course, pass quizzes, and earn a certificate you can share on LinkedIn.



Beginner to Advanced

Start from zero. Clear progression from SEO fundamentals through advanced GEO mastery.



Built by a Practitioner

Created by Sunil Pratap Singh with 15+ years in search marketing. Real strategies from healthcare and FMCG brands.

Ready to start? No credit card. No spam. Ever.

[SIGN UP FREE →](#)

Start Learning for Free Today

No credit card. No spam. Ever.

Start SEO Course (111 Lessons)

Start GEO Course (55 Lessons)

marketer.asia/signup