



Course Syllabus

Digital Marketing course powered by AI



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Why St. Joseph's Digital?

Since
2015

St. Joseph's Digital has been committed to preparing learners for real careers in digital marketing. We began with a clear purpose—to provide practical, industry-focused education that helps learners build skills they can apply in the real world.

With
1500+

students trained, we have continuously refined our curriculum to keep pace with the evolving digital marketing industry. Every module reflects the skills, tools, and knowledge that employers value today.

Our
Mission

We help every learner build the knowledge, confidence, and practical skills needed to succeed in their next digital marketing role.

Built for Your Long-Term Success

Digital marketing continues to evolve with new tools, platforms, and technologies. While these changes are constant, the core principles remain the same.

By building a strong foundation, you will be able to learn new tools faster, adapt to industry changes with confidence, and continue growing throughout your career.

Our Journey Continues

In 2025, BlueLead was rebranded as St. Joseph's Digital. While our name changed, our commitment remained the same—to provide practical, industry-focused digital marketing education that prepares learners for real-world success.

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Who Is This Course For?



Who Can Join

Whether you are a student, working professional, business owner, career changer, or aspiring performance marketer, this course is designed to help you understand digital marketing with clarity and confidence.

What You'll Learn

Build practical skills in SEO, Google Ads, social media advertising, analytics, and performance marketing, with a focus on how these tools are applied in real marketing environments.



What You'll Gain

Go beyond simply learning digital marketing tools. Understand the thinking behind each decision—so you can evaluate campaigns, optimize performance, solve marketing problems, and make better data-driven decisions.

Course Details

Course Duration 3 months, weekdays

Course Mode Live online sessions , with session recording and notes provided



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A Word from the Founder



Welcome to St. Joseph's Digital.

I'm **Sugin Benzigar**, Founder and Digital Marketing Trainer at St. Joseph's Digital.

With **16+ years of industry experience**, I have worked across SEO, Google Ads, social media marketing, web analytics, media planning, and performance marketing.

I have worked with organizations including Workafella, Mazenet Solution, and Mammal Digital, where I served as Head of Business at a performance marketing agency, managing digital campaigns with media spends exceeding ₹7 crore.

I started training students in **2015** after seeing a gap between what learners knew and what the industry expected. Since then, I have trained **1,500+ students** from different backgrounds.

My approach is simple: **learn the fundamentals, understand why things work, and then apply them practically.**

I look forward to helping you build the **knowledge, practical skills, and confidence** to succeed in digital marketing.

Sugin Benzigar
Founder & Digital Marketing Trainer
St. Joseph's Digital



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Students voice



These are the words that most of our students use when they speak about their experience with us

Don't just take our word for it.

Hear what our students have to say about their learning experience.

- **Watch Student Stories**

- ▶ [Sharda — Canada](#)

- ▶ [Antony Jona — Chennai](#)

See more student experiences on our [YouTube channel](#).

- **Read Student Reviews**

- Explore what our students have shared about their [experience with St. Joseph's Digital](#).

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Module 1: Understanding Digital Marketing

Introduction

Before learning SEO, Google Ads or Social Media Marketing, it's important to understand why digital marketing exists and how businesses use different online channels to reach customers.

Topics

- What is Digital Marketing?
- Why Businesses Switched to Digital Marketing
- Inbound Marketing vs Outbound Marketing
- Marketing vs Optimization
- Introduction to Digital Marketing Channels
- Understanding Click Through Rate (CTR)
- Industry Benchmarks (Global CTR Statistics)
- Choosing the Right Marketing Channel
- Why choose SEO

Module 2: Websites - The Foundation of Digital Marketing

Introduction

Every digital marketing activity eventually leads users to a website. In this module, you'll learn the basics of websites and build one yourself without writing code.

Topics

- Introduction to HTML
- Essential HTML Concepts
- Website Structure
- Understanding Web Pages

Practical Activity 1 : Build Your First Website
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Module 3: How Google Finds Your Website

Introduction

Before your website can appear in Google Search, Google must first discover, understand and store information about it.

This module explains how search engines work behind the scenes.

Topics

- Crawling
- Indexing
- How Google Discovers Websites
- Helping Google Find Your Website
- How Google Understands Website Content

Module 4: Search Engine Optimization (SEO)

Introduction

Search Engine Optimization (SEO) helps your website appear in search results when customers are actively looking for your products or services.

This module explains how Google ranks websites and how to optimize your website for better visibility.

Understanding Google Search

- How Google Search Works
- Search Engine Results Pages (SERP)
- SERP Features



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Understanding Google's Ranking System

Learn how Google's major algorithm updates changed SEO and what search engines value today.

Topics include

- Panda
- Penguin
- Hummingbird
- Pigeon
- RankBrain
- Mobilegeddon
- Fred
- E-E-A-T
- Helpful Content Update

Module 5: Keyword Research & Search Intent

Understanding Customer Search Intent

One of the most misunderstood concepts in SEO is keyword research.

Instead of simply finding keywords, you'll learn how understanding customer intent leads to better content and better rankings.

Topics include

- Understanding Search Intent
- Short-tail vs Long-tail Keywords
- Customer Search Journey
- Why Every Customer Searches Differently



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Keyword Research

Keyword research has two important outcomes:

- Discovering valuable keywords
- Building an effective content strategy

Topics include

- Primary Keywords
- Secondary Keywords
- Informational Keywords
- Keyword Research Process
- Keyword Research Best Practices

Tools

- Google Keyword Planner
- Google Trends
- Ubersuggest

Practical Activity 2: Keyword research

Module 6: AI-Powered Content Creation

Introduction

Creating content with AI is easy. Creating content that ranks in Google is not.

This module teaches how to combine AI with SEO best practices to create genuinely helpful content.

Topics

- Why AI Content Often Fails
- What Google Considers Helpful Content
- Prompt Engineering for SEO
- Creating Actionable Content
- Improving AI-Generated Content

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Module 7: On-Page SEO

Introduction

On-page SEO focuses on improving everything inside your website to help search engines and users better understand your content.

Topics

Content Structure

- Heading Tags
- Meta Titles & Meta Descriptions
- Schema Markup
- NAP (Local SEO)

Internal link Optimization

Image Optimization

Module 8 : Technical SEO

- Website Speed
- XML Sitemap
- Robots.txt
- Canonical Tags
- Indexing Control

Practical Activity 3 : Content Improvement using prompt engineering



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Module 9: Off-Page SEO, Authority & Digital PR

Introduction

Off-page SEO focuses on building your website's authority, credibility, and visibility beyond your own website.

Search engines use signals from across the web to understand how trustworthy and relevant a business is. This module explains how businesses can build these signals through quality backlinks, brand mentions, digital PR, business listings, and other legitimate off-page activities.

Topics

Building Website Authority

- What is Off-Page SEO?
- Why Off-Page Signals Matter
- Understanding Website Authority
- How Search Engines Evaluate External Signals
- Quality vs Quantity in Off-Page SEO

Link Building

- What is Link Building?
- Why Backlinks Matter
- High-Quality vs Low-Quality Backlinks
- Relevance and Authority of Linking Websites
- How to Earn Quality Backlinks
- Link Building Best Practices

Link Building Techniques

- Directory Submission
- Social Bookmarking
- Digital PR & Outreach
- Content-Based Link Building
- Brand Mention Opportunities

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Brand Mentions & Digital Visibility

- What are Brand Mentions?
- Linked vs Unlinked Brand Mentions
- Why Brand Mentions Matter
- Building Brand Visibility Across the Web
- Digital PR
- PR Opportunities for Businesses
- Earning Mentions from Relevant Publications and Websites

Business Listings & Local Visibility

- Business Listings
- Local Citations
- Directory Listings
- NAP Consistency
- Google Business Profile
- Managing Business Information Across Platforms

Module 10: Modern SEO, SEO Tool & AI

Introduction

Search is evolving with AI, but strong SEO remains the foundation for being discovered online.

Topics

- AI and the Future of SEO
- SEO vs GEO (Generative Engine Optimization)
- Why SEO Still Matters in AI Search
- Best Practices for AI-Friendly Content



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SEO Tools

Google Search Console

- Setup
- Reports
- Performance Monitoring

Google Analytics

- Setup
- Tracking
- Essential Reports

Bing Webmaster Tools

Competitor Backlink Analysis

Google Business Profile

Practical Activity 5 : Connect your website to Google Search Console, Bing Webmaster Tools and Google Analytics.

Module 11: Performance Marketing with Google Ads

Introduction

Performance marketing focuses on generating measurable business outcomes from digital marketing activities.

Google Ads allows businesses to reach potential customers when they are actively searching for products and services. But successful Google Ads campaigns require more than creating advertisements.

In this module, you will learn how to plan, create, evaluate, and optimize Google Ads campaigns with a performance-focused approach.



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Topics

Understanding Google Ads as a Performance Channel

- Why Businesses Use Paid Search
- Google Ads and Performance Marketing
- Business Goals vs Advertising Goals
- Understanding the Customer Search Journey
- CTR and Its Importance in Campaign Performance
- Quality Score and Ad Relevance
- Bidding and Budget Allocation
- Understanding the Google Ads Auction

Performance-Focused Account Architecture

- Google Ads Account Structure
 - Campaign Structure
 - Ad Groups
- Keyword Grouping & Optimization
- Match Types
- Negative Keywords
- Geographic Targeting
- Audience Targeting
- Budget Allocation
- Structuring Campaigns for Better Performance

Creating & Optimizing Search Campaigns

- Creating a Google Ads Account
- Creating Performance Optimised Search Campaigns
- Search Ads
- AI-Assisted Ad Copywriting
- Writing Ads for Relevance and CTR
- Ad Assets
- Landing Page Relevance
- Ad-to-Landing-Page Alignment

Landing Pages for Performance

- Why Landing Pages Matter in Paid Advertising
- Landing Page Relevance
- Message Match
- Conversion-Focused Landing Pages
- Call-to-Action
- Landing Page User Experience
- Reducing Friction in the Conversion Process



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Metrics

- Understanding Key Google Ads Metrics
 - CTR
 - CPC
 - Conversion Rate
 - Cost per Conversion
 - Conversion Value
 - ROAS
 - Impression Share
 - Quality Score
- Search Terms Analysis

Conversion Tracking & Measurement

- What is a Conversion?
- Setting Up Conversion Tracking
- Measuring Leads and Sales
- Primary vs Secondary Conversions
- Evaluating Campaign Performance
- Understanding Conversion Value
- Measuring Return on Advertising Spend

Other Google Ads Campaign Types

- Display Advertising
- Content Targeting
- Audience Targeting
- Performance Max Campaigns
- When to Use Different Campaign Types

Practical Activity 6 : Build and Optimize a Google Ads Performance Campaign



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Module 12: Performance Marketing with Social Media Advertising

Introduction

Social media advertising is not simply about creating attractive advertisements or reaching a large audience.

A performance-focused social media campaign starts with a clear business objective, identifies the right audience, delivers relevant creative, sends users to an appropriate destination, and measures what happens after the click.

This module teaches you how to plan, create, measure, and optimize paid social campaigns using a performance marketing approach.

Topics

Understanding Social Media as a Performance Channel

- Why Businesses Advertise on Social Media
- Social Media Advertising vs Organic Social Media
- Business Objectives and Campaign Objectives
- Understanding Social Media Audiences
- Audience Intent and Buying Behaviour
- CTR and Other Performance Indicators
- Understanding the Social Advertising Auction

Meta Advertising Fundamentals

- Meta Business Manager
- Meta Ads Manager
- Meta Ads Account Structure
- Campaign, Ad Set and Ad Structure
- Campaign Objectives
- Budget and Bidding
- Placements
- Audience Targeting
- Boost Post vs Meta Ads



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Building Performance-Focused Social Campaigns

- Creating Your First Meta Ad
- Audience Selection
- Ad Creative
- Ad Copy
- Calls-to-Action
- Landing Pages
- Lead Generation
- Website Conversion Campaigns
- Ad-to-Landing-Page Alignment

Audience Strategy & Retargeting

- Audience Creation
- Website Visitors
- Engaged Audiences
- Customer Audiences
- Lookalike Audiences
- Retargeting
- Exclusion Audiences
- Audience Segmentation
- Prospecting vs Retargeting

Campaign Optimization

- Understanding Social Media Advertising Metrics
 - Reach and Impressions
 - CTR
 - CPC
 - CPM
 - Conversion Rate
 - Cost per Lead
 - Cost per Acquisition
 - Conversion Value
 - ROAS
 - Frequency
- Creative Performance
- Audience Performance
- Placement Performance
- Campaign Optimization

Performance Measurement

- Setting Up Conversion Tracking
- Measuring Leads and Sales
- Evaluating Campaign Performance
- Budget Optimization



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LinkedIn Advertising

- LinkedIn Ad Structure
- LinkedIn Advertising Basics

Measuring Performance

- Essential Social Media Advertising Metrics

Module 13: Content Marketing

Introduction

Content marketing helps businesses build trust, attract potential customers and support every stage of the customer journey.

Topics

- What is Content Marketing?
- Content Marketing for Business Growth
- Building a Content Marketing Strategy
- Integrating AI into Content Marketing
- Integrating Social Media & Email Marketing

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Module 14: Digital Marketing Strategy

Introduction

A successful business doesn't rely on individual marketing activities. It combines multiple channels into a single strategy focused on business goals.

Topics

- What is a Digital Marketing Strategy?
- Why Every Business Needs One
- Stakeholders in Digital Marketing Planning
- Key Components of a Successful Strategy

Module 15: Online Reputation Management

Introduction

A business's online reputation directly influences customer trust and purchasing decisions. Learn how to monitor, protect and strengthen your brand reputation.

Topics

- Why Online Reputation Matters
- Managing Customer Reviews
- Responding to Negative Feedback
- Reputation Management Best Practices



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