JDC - Course Outline for Digital Marketing with AI (SEO & Blogging)

Total Lectures: 12
Lecture Duration: 2 Hours
Modules:

1. WordPress for Blogging (Lectures 1–5)
2. Search Engine Optimization (SEO) (Lectures 6–12)

Module 1: WordPress for Blogging (Lectures 1–5)

Lecture 1: What Is a Website? And Introduction to Blogging along with WordPress Basics & Setup

Objective: Understand what a website is, different types of websites, what a blog is, and what is needed to start blogging including domain/hosting, free resources, and basic WordPress setup.

- What is a Website? Types of Website?
- What is CMS and why WordPress is most popular?
- WordPress.com vs WordPress.org comparison
- What is Blogging?
- What you Need to Start Blogging?
- What is Domain? Sub-Domain? Domain Extension? Domain Registrar?
- Domain Name Selection Tips (SEO-Friendly Names)
- What is Hosting? Understanding Hosting Types (Shared, Dedicated, VPS)
- Free Resources for Practice
- Basic WordPress Installation and Setup
- Basic Configuration (Remove Dummy Content, Time Zone, Permalinks, Site Title, Favicon)

- Overview of WordPress Dashboard, Settings, and User Management

Lecture 2: Posts, Pages, Themes & Menus in WordPress

Objective: Enable students to understand the difference between pages and posts, manage content categories, create posts, build navigation menus, and work with themes and plugins effectively.

- Pages vs Posts in WordPress
- Adding Categories & Sub-Categories for Posts in WordPress
- Adding a New Post in WordPress
- Creating Menu and Sub-Menu in WordPress
- Themes vs Plugins
- Parent Theme vs Child Theme
- Adding a New Theme to a WordPress Website

Lecture 3: WordPress Customization and Essential Plugins

Objective: By the end of this lecture, students will be able to customize the layout and structure of a WordPress blog, set up widgets and sidebars, configure the footer, and create mandatory website pages that are required for a professional blog. Students will also learn how to install and manage essential plugins related to page building, contact forms, SEO, and website speed optimization in order to improve functionality, user experience, and search visibility.

- WordPress Customization
- How to Add and Set Widgets and Sidebar
- How to Set Footer?
- Add Mandatory Pages
- How to Add a New Plugin (Page Builder, Contact Form 7, SEO, Speed Optimization, etc)

Lecture 4: Setting Up a Fully Functional Responsive WordPress Blog

Objective: By the end of this lecture, students will be able to set up a fully functional, professional, and responsive WordPress blog using free themes and starter templates. They will learn how to install and customize themes, use starter template plugins to quickly create a ready-to-publish blog, and make the website mobile-friendly and visually appealing. Students will also gain practical knowledge of configuring layouts, navigation, widgets, and essential pages, ensuring that their blog is ready for content publishing and user engagement.

- How to Set Up a Fully Functional Responsive WordPress Blog Using Free Themes
- Starter Templates Plugins
- Installing and Activating Free Themes from WordPress Repository
- Customizing Starter Templates with Page Builders
- Mobile-Responsive Design Settings in WordPress
- Creating Homepages and Blog Pages with Starter Templates
- Importing Demo Content and Replacing it with Your Own
- Essential Plugins for Starter Templates (SEO, Contact Forms, Caching, Security)
- Using Widgets and Footer with Starter Templates
- Checking Website Responsiveness on Different Devices

Lecture 5: WordPress Blog Security, Backup, Speed, and Monetization

Objective: By the end of this lecture, students will be able to secure their WordPress blog against threats, take regular backups to prevent data loss, optimize website speed for better performance, and monetize their blog to earn income. Students will also learn best practices for managing plugins and themes safely, improving SEO and user experience through speed, and using multiple

methods to generate revenue including ads, affiliate marketing, and sponsored content.

- How to Secure Your WordPress Blog?
- How to Take Backup of Your WordPress Blog?
- WordPress Speed Optimization
- How to Earn Money from Your Blog?

Module 2: Search Engine Optimization (SEO) (Lectures 6–12)

Lecture 6: SEO Overview & Search Engine Mechanism

Objective: By the end of this lecture, students will understand what SEO is, why it is important for online visibility, and how search engines work. They will learn how search engines crawl, index, and rank websites, and the key factors that influence search engine results pages (SERPs). Students will also gain a foundation for all advanced SEO topics.

- What is SEO (Search Engine Optimization)?
- Understanding SERPs (Organic, Paid, Featured Snippets)
- How Search Engines Work (Crawling, Indexing, Ranking)
- Types of SEO (On-Page, Off-Page, Technical, Local)
- Difference between White-Hat SEO and Black-Hat SEO
- Google Key Ranking Factors
- Understanding Google Algorithm Updates (Panda, Penguin, Hummingbird, Core Updates)
- Importance of SEO for Businesses and Blogs

Lecture 7: Niche Research, Keyword Research & Competitor Analysis

Objective: By the end of this lecture, students will be able to identify profitable niches, perform keyword research, and analyze competitors' strategies to improve their SEO planning and content strategy.

- Niche Research
- What are Keywords?
- Types of Keywords? (Short-Tail vs Long-Tail Keywords)
- Keyword Intent (Informational, Navigational, Transactional, Commercial)
- Keyword Research Tools (Free + Paid)
- Ways to Do Keyword Research
- Keyword Research Metrics: Search Volume, Keyword Difficulty and Backlinks
- Finding content gaps through competitor analysis
- Creating a keyword map for your niche

Lecture 8: On-Page SEO Deep Dive

Objective: By the end of this lecture, students will understand how to optimize website content and HTML elements to improve search engine rankings, including meta tags, headings, images, internal links, and URL structures.

- Meta Title & Meta Description Optimization
- URL Structure & Permalinks
- Header Tags (H1, H2, H3…)
- Image Optimization (Alt Tags, Compression)
- Internal Linking Strategies
- Content Optimization & Keyword Placement
- Readability & User Experience Factors
- LSI Keywords and Semantic SEO
- Structured Data / Schema Basics
- Content Length & Multimedia Usage

Lecture 9: Technical SEO Essentials

Objective: By the end of this lecture, students will understand how to improve the technical foundation of a website for better crawling, indexing, and performance.

- Website Speed & Performance
- Mobile-Friendliness & Responsive Design
- XML Sitemap Creation
- Robots.txt Configuration
- Canonical Tags & Duplicate Content
- HTTPS / SSL Implementation
- Structured Data & Schema Markup
- Crawl Errors & 404 Page Management
- Site Architecture & URL Hierarchy

Lecture 10: Off-Page SEO & Backlinking Techniques

Objective: By the end of this lecture, students will understand off-page SEO strategies, especially building high-quality backlinks, social signals, and online reputation management to improve authority and rankings.

- What is Off-Page SEO
- What are Social Signals?
- What are Backlinks?
- Importance of Backlinks
- Types of Backlinks (Do-follow, No-follow)
- Factors to Consider While Creating Backlinks
- Different Ways to Create Backlinks
- Competitor Backlink Analysis
- Monitoring Backlinks with Tools

Lecture 11: Local SEO

Objective: By the end of this lecture, students will be able to optimize a website for local searches, including Google Business Profile setup, local citations, reviews, and location-based content strategies.

- Introduction to Local SEO
- Google Business Profile Setup
- NAP Consistency (Name, Address, Phone)
- Location-Based Keyword Optimization
- Local Citations & Directories
- Reviews and Reputation Management
- Tracking Local SEO Performance

Lecture 12: SEO Audit

Objective: By the end of this lecture, students will be able to perform a full SEO audit of a website, identify issues affecting rankings, and create an action plan to improve overall SEO performance.

- What is an SEO Audit?
- On-Page SEO Audit Checklist
- Technical SEO Audit Checklist
- Backlink & Off-Page Audit
- Content & Keyword Audit
- Tools for SEO Audit
- Reporting and Action Plan Creation
