

TryAdRank

RANK. REACH. GROW.

COURSE SYLLABUS OVERVIEW

Advanced Digital Marketing with AI

60 Classes | 12 Weeks | Hands-on, Practical Learning

SEO & GEO

Content

Social Media

Meta Ads

Google Ads

Analytics

Claude

ChatGPT

Program Overview

About the Program

This hands-on program takes you from marketing basics to running real campaigns. You will learn SEO, GEO and AEO, content, social media, Meta Ads, Google Ads and analytics, and use Claude and ChatGPT as AI assistants across the whole workflow.

Program Highlights

- 60 class-wise modules, one clear topic per class
- 12 weekly modules: 5 classes a week, 1 hour each
- Hands-on practice on real marketing platforms
- SEO, social, ads and analytics in one program
- Claude and ChatGPT used throughout the workflow
- Capstone: complete 90-day marketing plan in Week 12

Note: Platforms update their features and policies often. Class content is kept aligned with current updates. Results depend on the business, offer and budget; no results are guaranteed.

Your Learning Path

CLASSES 1 - 10 | WEEKS 1 - 2

Foundations

Marketing basics, AI toolkit, brand, website and landing pages

CLASSES 11 - 25 | WEEKS 3 - 5

SEO, GEO and Content

Keywords, on-page, technical and local SEO, AI search, content

CLASSES 26 - 30 | WEEK 6

Social Media

Strategy, creatives, reels, community and growth

CLASSES 31 - 40 | WEEKS 7 - 8

Meta Ads

Setup, audiences, creatives, leads, sales, tracking and scaling

CLASSES 41 - 50 | WEEKS 9 - 10

Google Ads

Search, bidding, Display, YouTube, PMax and optimisation

CLASSES 51 - 55 | WEEK 11

Analytics and Tracking

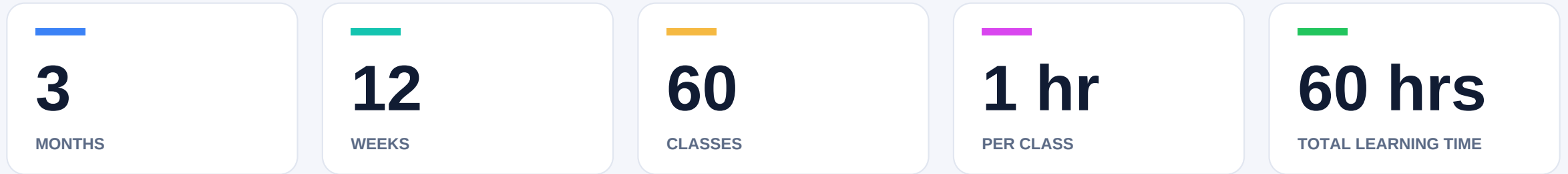
GA4, Tag Manager, Looker Studio, UTM's and reporting

CLASSES 56 - 60 | WEEK 12

Capstone and Career

Marketing plan, follow-up, proposals, presentations, portfolio

Course Structure at a Glance



A Typical 1-Hour Class



- **10 min** Recap and quick questions
- **30 min** New concept with live demonstration
- **20 min** Hands-on practice, AI prompts and doubts

Every class ends with a practical task, so you apply each topic the same day.

Who Is This Course For?

- Students and fresh graduates starting a digital marketing career
- Business owners who want to run their own marketing
- Aspiring freelancers and marketing job seekers
- Working professionals upgrading their skills with AI
- Anyone who wants practical, hands-on marketing skills

Week-wise Modules | Weeks 1 - 6

WEEK 01

CLASSES 1 - 5

Foundations and AI Toolkit

- Digital Marketing Landscape
- Marketing Funnel and Key Metrics
- Customer Research and Personas
- AI for Marketers: ChatGPT and Claude
- Prompt Writing for Marketing

WEEK 02

CLASSES 6 - 10

Brand, Website and Landing Pages

- Brand Positioning and USP
- Website Essentials for Marketers
- Landing Page Anatomy
- Conversion Copywriting with AI
- CRO Basics and Testing

WEEK 03

CLASSES 11 - 15

SEO I: Foundations and Keyword Research

- How Search Engines Work
- Keyword Research
- Keyword Mapping and Topic Clusters
- On-Page SEO Fundamentals
- On-Page SEO with Rank Math

WEEK 04

CLASSES 16 - 20

SEO II: Technical, Off-Page and Local SEO

- Technical SEO Basics
- Google Search Console
- Off-Page SEO and Link Building
- Local SEO and Google Business Profile
- SEO Audit Workflow

WEEK 05

CLASSES 21 - 25

GEO / AEO and Content Marketing

- AEO and GEO Fundamentals
- Optimising Content for AI Search
- Content Strategy and Calendar
- AI-Assisted Content Creation
- Repurposing and Distribution

WEEK 06

CLASSES 26 - 30

Social Media Marketing

- Social Media Strategy
- Content Formats and Hooks
- Design with Canva and AI Tools
- Short-Video and Reels Workflow
- Community, Analytics and Growth

The complete class-wise syllabus, with hands-on activities and AI practice for every class, is shared with enrolled students.

Week-wise Modules | Weeks 7 - 12

WEEK 07

CLASSES 31 - 35

Meta Ads I: Setup and Creatives

- Meta Ads Ecosystem and Account Setup
- Campaign Objectives and Structure
- Audience Targeting on Meta
- Meta Ad Creatives and Copy
- Lead Generation Campaigns on Meta

WEEK 08

CLASSES 36 - 40

Meta Ads II: Tracking and Optimisation

- Sales, Catalog and Retargeting Campaigns
- Meta Pixel, Events and Conversions API
- Reading Ads Manager Reports
- Meta Optimisation and Scaling
- Meta Policies and Troubleshooting

WEEK 09

CLASSES 41 - 45

Google Ads I: Search Campaigns

- Google Ads Fundamentals
- Keyword Research for Google Ads
- Search Campaign Setup
- Writing Search Ads and Assets
- Conversion Tracking and Launch Checklist

WEEK 10

CLASSES 46 - 50

Google Ads II: Bidding, Display and Optimisation

- Smart Bidding and Budgets
- Display and YouTube Ads Basics
- Performance Max and Shopping Overview
- Google Ads Reports and Optimisation
- Remarketing, Local Campaigns and Troubleshooting

WEEK 11

CLASSES 51 - 55

Analytics, Tracking and Reporting

- Analytics Fundamentals and GA4
- GA4 Setup and Conversions
- Google Tag Manager
- Looker Studio Dashboards
- UTMs, Attribution and AI Reporting

WEEK 12

CLASSES 56 - 60

Capstone, Client Work and Career

- Building a Marketing Plan
- Email and WhatsApp Marketing Basics
- Reporting, Proposals and Freelancing
- Capstone Presentations
- Feedback, Portfolio and Next Steps

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Tools and Projects

Tools You Will Use

AI

ChatGPT, Claude

DESIGN

Canva and AI image tools

SEO

Google Keyword Planner, Google Search Console, Rank Math

LOCAL

Google Business Profile

ADVERTISING

Meta Business Suite, Meta Ads Manager, Meta Pixel Helper, Google Ads

ANALYTICS

Google Analytics 4, Google Tag Manager, Looker Studio

Projects You Will Complete

- 1 Customer persona and AI prompt library (Week 1)
- 2 Landing page wireframe and copy (Week 2)
- 3 Keyword map and an optimised page (Week 3)
- 4 Full SEO audit of a live website (Week 4)
- 5 30-day content calendar and SEO brief (Week 5)
- 6 Two-week social plan with designed creatives (Week 6)
- 7 Meta Ads lead campaign with tracking and report (Weeks 7-8)
- 8 Google Search campaign and optimisation plan (Weeks 9-10)
- 9 GA4 and Tag Manager tracking with a dashboard (Week 11)
- 10 Capstone: complete 90-day marketing plan (Week 12)

Ready to Start Your Digital Marketing Career?

Talk to the TryAdRank team about batches, details and enrolment.

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