

Digital Marketing Course Batch _____ 10 Core Assignments for the Students

Your First Project / Assignment: - Dated: _____/_____/_____.

1. Create your own free website. example wix.com
 2. Customize your website pages.
 3. Do SEO for the pages.
 4. Make some key words.
 5. Do Research and Practice on Keyword Planner of Google and use some another tools.
 6. Make customized graphics and add it to your website.
 7. Prepare an idea of creating a brand kit, including logo, tag line, colour scheme for new client.
 8. Prepare a media kit for a new client including all basic necessities of stationary items and advertisements including signage and bill boards.
 9. What Software you are using for designing graphics and stationary designs.
 10. What is your Profile ID for your Canva Account? What are the items and videos you have made on this platform, please share your work profile in Canva.
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Second Project / Assignment for all the students: - Dated: _____/_____/_____.

1. How do you research on any given topic?
 2. Start practicing on content writing and content creation and learn about branding.
 3. Make some keywords and insert into the webpages you have designed on free websites.
 4. Practice on all the pages of your free website and customize the text and add components to it like images, audios and videos.
 5. Give some special effects to the pages you have created to your website.
 6. Use various products and services of your own Gmail account and try to explore it fully.
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Third Project / Assignment for all the students: - Dated: _____/_____/_____.

1. Plan your website name=
2. Prepare your website Contents.
3. Make Graphics.
4. Make Your Own Videos using Movie Maker or some other Software and Add videos and audio to your website.
5. Use various animations and styles of pages. Use Audio Visual Contents to your websites.
6. Use various Tools and Apps to Enhance Activity of your websites.
7. Share your work on Canva Platform.
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Fourth Project / Assignment for all the students:-

1. Purchase your own domain.
2. Purchase your own hosting and Learn how Manage Hosting Services and C-Panel.
3. Practice and Learn About Domain Manager and Learn about DNS , url forwarding.
4. Install any CMS like Word press in you hosting platform. Learn About Professional Emails.
5. Create a website of minimum 10 pages.
6. Practice on Domain Manager of Your own Account at any Registrar of Domains.
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Fifth Project / Assignment for all the students: - Dated: ____/____/____.

1. Start Practising on the MS OFFICE COMPONENTS Like, Word, Excel, PPT and FrontPage.
2. Learn About HTML, DHTML, HTML5, JAVASCRIPT, CSS etc.
3. Start Practicing any Graphics Designing Software, Like Photoshop or Coral Draw.
4. Make Your Customize Email Account for your own website.
5. Learn and Practice on Domain Control of your own Domain and Website.
6. Create New Page to your website and make a Blog in your website.
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Sixth Project / Assignment for all the students: - Dated: ____/____/____.

1. Make 10 Graphics and use them into your free website and your own website.
2. Practice SEO and Submit your websites to at least 10 Search Engines.
3. Submit through Google Search Counsel and use Google's Webmasters Tools.
4. Setup an auto reply to your Gmail as well as your own Professional Email Account.
5. Make a Blog in both of your Live Projects of websites and post minimum 10 – 10 pages each on each of your blogs.
6. Use various tools to enhance your marketing skills and increase the value of the services you use practicing Digital Marketing Tools and Techniques.
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Seventh Project / Assignment for all the students: - Dated: ____/____/____.

1. As every student has his/her own free website at wix.com. If you have not created it yet do it immediately and make 10 pages at least and customize the text and images in that page. www.wix.com
2. Make another free website and blog using word press and create 10 pages and 10 posts and customize the text and contents, use rich media like video sharing and add other all possible options in the CMS= Content Management System that is word press. www.wordpress.com
3. Make your own web page at www.About.Me
4. Practice on Photoshop Software and create 10 graphics and jpg files to be shared and used in your own websites.
5. Make 5 videos using Movie Maker Software and some other online platforms.
6. Create your own YouTube channels and add videos and contents to it and start practicing creating back link building techniques to increase your websites traffic and add value to them.
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8th Project / Assignment for all the students: - Dated: ____/____/____.

1. Explore g mail products and services and make your own YouTube Channel and Practice on customizing all the futures in it and upload at least 5 videos in it. Do branding of your own Products and Services.
2. Start making blogs using the blogger in Gmail. Make at least 5 blogs of your own and post 5 , 5 posts in your blogs. Use rich media, photos, videos, audios, and share from Facebook, twitter and other social media platforms.
3. Create forms using Google Forms and start using all other services and products in Your Gmail account.
4. Create accounts on all most popular social media platforms and start posting and sharing your posts.
5. Create posts, Create Pages, Create Groups and start posting on it.
6. Expand and Explore Different Social Media Platforms and make best use of it. Extent the horizon of your backlinks on all social media platforms.
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Name of the Student: _____ FORM-8 _____ Week: _____

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9th Project / Assignment for all the students: - Dated: ____/____/____.

1. Create different Brands, Make Logos, Develop and Practice on Making Colour Pallets and Use Different Colour Schemes for your websites.
 2. Create Daily posts on the blogs you made on your websites and make some more blogs on other platforms and keep on posting new information and keep updating daily.
 3. Use graphics and videos accordingly to all your webpages and websites.
 4. Prepare a plan for business proposals and create your own branding , catalogues and Stationary items to promote your brands.
 5. Establish various Brands and work aggressively on it to promote as much as possible.
 6. Make your own marketing and working team to achieve success in your business and well as the businesses of those to who you provide services.
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10th Project / Assignment for all the students: - Dated: ____/____/____.

1. Create More Domains, More Websites, More Brands, More Make Logos, Develop and Practice on Making Colour Pallets and Use Different Colour Schemes for your website.
2. Increase your own marketing and working force team to achieve success in your business and well as the businesses of those to who you provide services.
3. Make your business more fruitful and complete legal processes and support system and register your own MSME, Bank Account, Payment Gateways and Methods, GST and comply with all the legal processes.
4. Start Advertising and Reaching to masses and grow your business.
5. Use all possible ways to increase sales and credibility and provide best services and products.
6. There is no short cut to success, work hard and work smart; sky is the limit for your success.
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Wishing you All the Best!

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