

# uCertify

## Course Outline

### Introduction to Digital Marketing 101



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1. Pre-Assessment
2. Exercises, Quizzes, Flashcards & Glossary  
Number of Questions
3. Expert Instructor-Led Training
4. ADA Compliant & JAWS Compatible Platform
5. State of the Art Educator Tools
6. Award Winning Learning Platform (LMS)
7. Chapter & Lessons  
Syllabus  
Chapter 1: Preface  
Chapter 2: Marketing and Its Business Importance  
Chapter 3: Content Marketing  
Chapter 4: Use Social Media for Your Business  
Chapter 5: Social Ads – Make People Think and Talk  
Chapter 6: SEO for Beginners  
Chapter 7: Paid Advertising– Position Your Brand in the Market  
Chapter 8: Display Advertising to Target your Audience  
Chapter 9: Create a Campaign in Digital Marketing  
Chapter 10: Analyze What People Do in Your Website - Google Analytics  
Chapter 11: Jobs in Digital Marketing  
Videos and How To
8. Practice Test  
Here's what you get  
Features
9. Performance Based labs  
Lab Tasks  
Here's what you get

## 1. Pre-Assessment

Pre-Assessment lets you identify the areas for improvement before you start your prep. It determines what students know about a topic before it is taught and identifies areas for improvement with question assessment before beginning the course.

## 2. Expert Instructor-Led Training

uCertify uses the content from the finest publishers and only the IT industry's finest instructors. They have a minimum of 15 years real-world experience and are subject matter experts in their fields. Unlike a live class, you can study at your own pace. This creates a personal learning experience and gives you all the benefit of hands-on training with the flexibility of doing it around your schedule 24/7.

## 3. ADA Compliant & JAWS Compatible Platform

uCertify course and labs are ADA (Americans with Disability Act) compliant. It is now more accessible to students with features such as:

- Change the font, size, and color of the content of the course
- Text-to-speech, reads the text into spoken words
- Interactive videos, how-tos videos come with transcripts and voice-over
- Interactive transcripts, each word is clickable. Students can clip a specific part of the video by clicking on a word or a portion of the text.

JAWS (Job Access with Speech) is a computer screen reader program for Microsoft Windows that reads the screen either with a text-to-speech output or by a Refreshable Braille display. Student can easily navigate uCertify course using JAWS shortcut keys.

## 4. State of the Art Educator Tools

uCertify knows the importance of instructors and provide tools to help them do their job effectively. Instructors are able to clone and customize course. Do ability grouping. Create sections. Design grade scale and grade formula. Create and schedule assessments. Educators can also move a student from self-paced to mentor-guided to instructor-led mode in three clicks.

## 5. Award Winning Learning Platform (LMS)

uCertify has developed an award winning, highly interactive yet simple to use platform. The SIIA CODiE Awards is the only peer-reviewed program to showcase business and education technology's finest products and services. Since 1986, thousands of products, services and solutions have been recognized for achieving excellence. uCertify has won CODiE awards consecutively for last 7 years:

- **2014**

1. Best Postsecondary Learning Solution

- **2015**

1. Best Education Solution
2. Best Virtual Learning Solution
3. Best Student Assessment Solution
4. Best Postsecondary Learning Solution
5. Best Career and Workforce Readiness Solution
6. Best Instructional Solution in Other Curriculum Areas
7. Best Corporate Learning/Workforce Development Solution

- **2016**

1. Best Virtual Learning Solution
2. Best Education Cloud-based Solution
3. Best College and Career Readiness Solution
4. Best Corporate / Workforce Learning Solution
5. Best Postsecondary Learning Content Solution
6. Best Postsecondary LMS or Learning Platform
7. Best Learning Relationship Management Solution

- **2017**

1. Best Overall Education Solution
2. Best Student Assessment Solution

3. Best Corporate/Workforce Learning Solution
4. Best Higher Education LMS or Learning Platform

- **2018**

1. Best Higher Education LMS or Learning Platform
2. Best Instructional Solution in Other Curriculum Areas
3. Best Learning Relationship Management Solution

- **2019**

1. Best Virtual Learning Solution
2. Best Content Authoring Development or Curation Solution
3. Best Higher Education Learning Management Solution (LMS)

- **2020**

1. Best College and Career Readiness Solution
2. Best Cross-Curricular Solution
3. Best Virtual Learning Solution

## 6. Chapter & Lessons

uCertify brings these textbooks to life. It is full of interactive activities that keeps the learner engaged. uCertify brings all available learning resources for a topic in one place so that the learner can efficiently learn without going to multiple places. Challenge questions are also embedded in the chapters so learners can attempt those while they are learning about that particular topic. This helps them grasp the concepts better because they can go over it again right away which improves learning.

Learners can do Flashcards, Exercises, Quizzes and Labs related to each chapter. At the end of every lesson, uCertify courses guide the learners on the path they should follow.

## Syllabus

Chapter 1: Preface

## Chapter 2: Marketing and Its Business Importance

- Structure
- Objective
- Begin with a plan
- The digital marketing framework
- Organizing your marketing plan to market your business
- Conclusion

## Chapter 3: Content Marketing

- Structure
- Objective
- What is content?
- Elements of content
- Content marketing
- Content purposes
- The content plans
- Create content
- Promote and distribute your content

- The website
- Content pages
- Conclusion

## Chapter 4: Use Social Media for Your Business

- Structure
- Objective
- Social media landscape
- What is social media
- The process
- Why social media matters
- Social media channels
- Channel overview
- Facebook
- Content plan for social media
- How to improve the metric of your fan page
- Avoid being overly promotional
- Customize your Page Tabs

- Implement and monitor campaigns
- Measuring impact
- Conclusion

## Chapter 5: Social Ads – Make People Think and Talk

- Structure
- Objective
- Introduction to social media advertising
- Choose the appropriate social network for your business
- Create and manage your ads on Facebook
- Ad sets
- Run your campaign on Facebook
- Run your campaign on Facebook
- Conclusion

## Chapter 6: SEO for Beginners

- Structure
- Objective



- Search Engine Optimization
- Relevance
- Authority and SEO
- What is the origin of SEO?
- Why is SEO or web positioning important?
- Search process
- How to plan and execute an SEO strategy?
- What is a keyword?
- How to find keywords for SEO?
- How to choose keywords for SEO?
- Useful (paid) tools for keyword research
- Analysis of the Google results page for the main keyword
- Analysis of keywords in Wikipedia
- Step 3: Analysis of competitors
- How to do a legendary onsite SEO analysis?
- Accessibility
- Indexability
- The content

- How to do SEO tracking?
- Elements for the SEO and SEM tracking report
- How to analyze organic web traffic?
- How Google Analytics helps SEO?
- SEO elements on page
- SEO elements off page
- How to analyze the SEO of all the pages?
- Qualitative reports in Google Analytics
- Visit report Google Analytics SEO
- Search optimization report Google analytics SEO
- How to do SEO with Google Analytics?
- Landing: The future of reporting SEO
- Conclusion

## Chapter 7: Paid Advertising– Position Your Brand in the Market

- Introduction
- Structure
- Objectives

- Introduction to SEM
- Choose keywords in Google
- Text Ads
- Google Ad Rank and the cost-per-click of campaigns
- How Google AdWords works - Column quality level?
- Ad rank and actual cost per click
- Google AdWords Actual cost per click formula
- Setting up a lead campaign in Google AdWords
- Google ads metrics and keyword optimization
- Conclusion

## Chapter 8: Display Advertising to Target your Audience

- Structure
- Objectives
- How display ads work
- What types of CMS are available?
- What is an ad server?
- What is direct response marketing?

- What is branding?
- Conclusion

## Chapter 9: Create a Campaign in Digital Marketing

- Structure
- Objective
- Email marketing
- How to attract subscribers?
- Contact forms
- What fields should your contact form have?
- What is spam?
- Permission to send emails (opt-in subscriptions)
- MailChimp
- Create an email campaign
- Elements of an email
- Create an email plan
- How to create an email marketing campaign with MailChimp
- Build an email calendar schedule

- Automate your campaigns with MailChimp
- Transactional emails
- Email marketing metrics
- Conclusion

## Chapter 10: Analyze What People Do in Your Website - Google Analytics

- Structure
- Objectives
- Access Google Analytics
- Demographics and interest information
- Introduction to Google Analytics APIs
- Do you want to know what an API is?
- The Google Analytics APIs
- Data collection
- Configuration
- Reports
- Installing the Google Analytics tracking ID
- How to add Google Analytics in my Android application?

- Metric definitions
- Viewing the objectives report and the conversion funnel
- Multi-channel funnels
- Conclusion
- Quick Summary

## Chapter 11: Jobs in Digital Marketing

- Introduction
- Structure
- Objectives
- Discover how to be a professional specialized in content marketing
- The training of content marketing professionals
- Four roles of content marketing
- Skills
- Jobs in social media advertising
- Jobs in display advertising
- Jobs in email marketing
- Jobs in digital marketing analytics

- What is big data?
- What is Machine Learning?
- Career networking
- Elevator pitches
- Personal branding
- What is LinkedIn?
- Conclusion

## 7. Practice Test

### Here's what you get

#### Features

Each question comes with detailed remediation explaining not only why an answer option is correct but also why it is incorrect.

#### **Unlimited Practice**

Each test can be taken unlimited number of times until the learner feels they are prepared. Learner can review the test and read detailed remediation. Detailed test history is also available.

Each test set comes with learn, test and review modes. In learn mode, learners will attempt a question and will get immediate feedback and complete remediation as they move on to the next question. In test mode, learners can take a timed test simulating the actual exam conditions. In review mode, learners can read through one item at a time without attempting it.

## 8. Performance Based Labs

uCertify's performance-based labs are simulators that provides virtual environment. Labs deliver hands on experience with minimal risk and thus replace expensive physical labs. uCertify Labs are cloud-based, device-enabled and can be easily integrated with an LMS. Features of uCertify labs:

- Provide hands-on experience in a safe, online environment
- Labs simulate real world, hardware, software & CLI environment
- Flexible and inexpensive alternative to physical Labs
- Comes with well-organized component library for every task
- Highly interactive - learn by doing
- Explanations and remediation available
- Videos on how to perform

### Lab Tasks

Here's what you get

You can't stay away! Get