



Complete Digital Marketing Course 2025

With AI Tools (Hindi)

Learn AI-Enhanced Marketing –
From Zero to Expert Level

 Google
Analytics

Google Ads



WE'RE HERE TO ANSWER YOUR QUESTIONS.

Why should I choose Skillsiya?

What will I get in this course?

Do mentors have real-world experience?

What will I learn here?

Will this course provide job assistance?

Is there a certificate after completion?

I'm in! How should I sign up?

WHY SHOULD I CHOOSE SKILLSIYA?



Our Mission

At Skillsiya, our mission is to teach high-paying, in-demand skills in a **fully practical way, guided by top industry instructors, at affordable prices**. We make learning accessible, actionable, and career-focused so that every student can succeed.

Proven Track Record

36,000+ students have already enrolled. Our YouTube channels are nearing **1 million subscribers** thanks to high-quality, practical content.



Up-to-Date Curriculum

All courses are **regularly revised to match the latest** industry trends, keeping your skills future-ready.



Flexible, Self-Paced Learning

Learn at your own pace – **enroll anytime, study anywhere, and access courses for 5 years with regular updates.**



WHY SHOULD I CHOOSE SKILLSIYA?

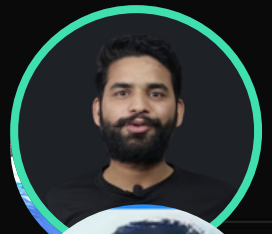


Skillsiya is a **government-registered edtech company**, officially known as SKILLSIYA ELEARNING LLP.

It was registered on 22nd December 2021 under the Ministry of Corporate Affairs, Government of India. Since then, Skillsiya has become a trusted and fast-growing Hindi-based learning platform,

Industry-Experienced Trainers

- **Marketing** – Digital Marketing Consultant & Mentor | Google & Facebook Ads Certified | \$5M+ Ads Spend Experience
- **Tech Courses** – Trainers from IIT Delhi with 5+ years of hands-on experience
- **Animation** – Trainers with 18+ years experience & 23+ awards



DO MENTORS HAVE REAL-WORLD EXPERIENCE?



Boby Singh

Boby Singh is a top Digital Marketing Expert, Mentor, and Trainer, specialized in Google & Meta Ads. **Over the past 8+ years**, he has run high-ROAS campaigns for startups, brands, and **Ed-tech companies, managing \$10M+ in ad spend**. In 2022 alone, his strategies helped a top Ed-tech brand generate 200 Million+ in revenue!

He has trained 10,000+ learners online and offline, mentoring entrepreneurs, freelancers, and students with practical digital marketing skills that actually work in the real world.

Key Highlights:

- 💰 \$10M+ Ad Spend Managed (Meta + Google)
- 📈 Multiple Crore+ Revenue Generated (2022 – Ed-tech Sector)
- 🎯 Specialist in Lead Generation, Sales Funnels & CRO
- 👤 10,000+ Learners Trained (Online & Offline)
- 🌐 Mentored Entrepreneurs, Freelancers & Students
- 🤝 Worked with Top Brands, Influencers & Political Leaders

With Bobby Singh, you'll learn how to scale businesses with paid ads, master performance marketing, and create sustainable income through freelancing or digital skills.

WHAT WILL I LEARN HERE?

We have designed this course keeping the latest AI impact in mind, so that students get to learn every aspect of AI-enhanced marketing, master digital marketing platforms like Google Ads, Meta Ads, and SEO to grow any business online, build and design websites, funnels, and creative content using WordPress and Canva, and start freelancing, dropshipping, and affiliate marketing to create real income and achieve financial freedom.

Module-wise course syllabus

Modul: 1

Introduction to Digital Marketing

- What is Digital Marketing?
- Traditional vs Digital Marketing + Paid vs Organic – A Complete Breakdown
- Types of Digital Marketing
- Career Options in Digital Marketing
- AI's Roles in Digital Marketing
- AI tools in Digital Marketing

FUNDAMENTALS OF DIGITAL MARKETING



Modul: 2

Website Building with WordPress



- What is Domain and Web Hosting?
- Step-by-Step Guide to Installing WordPress Theme Installation and Design Customisation
- Proven AI Techniques for Building Any Website Using ChatGPT Mastering Hero Sections and Core WordPress Elements for High-Converting Websites
- How to Design the Home Page Body Section with AI - Part 1
- How to Design the Home Page Body Section - Part 2
- How to Set Up Your Website's Professional Header & Footer Section
- How to Set Up Call, WhatsApp, or Canva Website Method & Signup Form
- How to Set Up Site Title, Favicon, and Ensure Website Responsiveness

Modul: 3

WordPress Bonus Classes



- How to Create Your First Website in 5 Minutes (WordPress Tips & Tricks)
- How to Create a Menu in WordPress Website
- How to Set Any Page as Homepage in WordPress Website
- How to Put Your WordPress Website in Maintenance Mode
- How to Add a Favicon in WordPress Website
- How to Reset WordPress Admin Password from cPanel in 5 Minutes
- How to Create a One-Page Business Website from Scratch in Hr
- Elementor Margin and Padding Explained (For Beginners)
- 10 Elementor Design Tips & Tricks to Become a Pro
- How to Install WordPress from cPanel

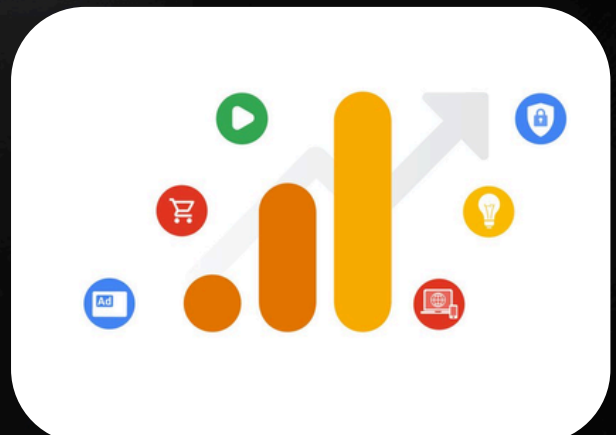
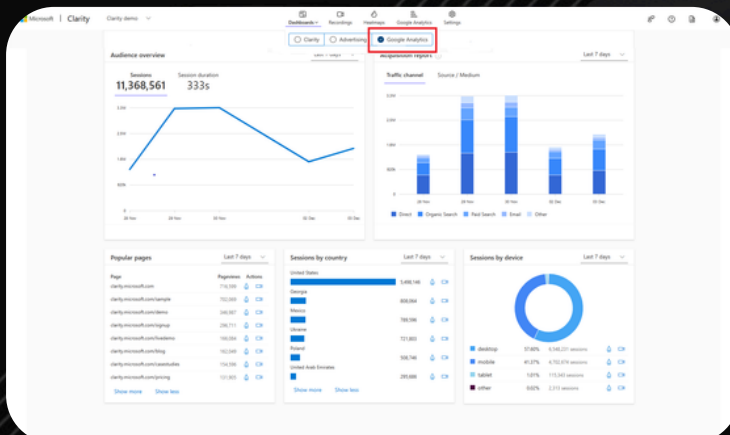
Modul: 4

Search Engine Optimization(SEO)



- What Is a Search Engine and Why It Matters
- Understanding SERP: The Search Engine Results Page Explained
- What Is SEO? A Comprehensive Guide to Search Engine Optimization
- What Is a Keyword? Definition, Purpose, and Practical Examples
- Types of SEO Keywords: Categories, Examples, and Use Cases
- The Keyword Research Process: Step-by-Step Guide with Examples & ChatGPT Techniques
- Live Keyword Research: Project-Based Walkthrough and Practical Ideas
- What is keyword density & keyword stuffing - How to use
- What is keyword proximity with example
- What is keyword stemming & how to use it in content writing
- What is keyword difficulty in SEO - Explained
- How to write SEO friendly content tips
- How to update SEO friendly content in your website - Part 1
- How to update SEO friendly content in your website - Part 2
- What is Google Crawler, Bot, Spider & what is Google Indexing
- What is Google Search Console - Explained
- How to connect Google Search Console to website
- What is CTR in Google Search Console - Explained
- How to check indexing status & not indexing 20 reasons - Google Search Console
- What is XML sitemap - Check, Submit, Competitor Research
- What is backlinking in SEO, how to check
- What is toxic backlinks - Identify & remove
- What is Google Core Web Vitals - LCP, INP, CLS
- What is Google Analytics & how to connect your website with Analytics

- What is Google Analytics & how to connect your website with Analytics
- What is bounce rate & engagement rate in Google Analytics - Explained
- Google Analytics Overview Video - Part 1
- What is conversion rate & how to increase conversion rate in
- Google Ads, Meta Ads, Google Analytics - Part 2
- How to track form submissions in Google Analytics 4
- How to track Purchase conversion in Google ads Through Google Analytics - Explained
- Google analytics Events & other Performance metrics Explained
- What is robots.txt file in SEO - Explained
- Backlink Vs Linking Website
- What is DA or PA which one is Good Quality or Low Quality
- Backlinks - Explained
- What is Facebook page Importance | How to Create Facebook Business Page
- How to do social Media Bookmarking - sharing - Backlink Creation
- Method 1 - Social Media Backlinks
- What is Blog Submission in SEO and How To Do Blog Submission |
- OFF Page SEO
- What is Business Listing - Guide
- How to Create Google Business Profile, Manage or Ranking Metrics Explained



Modul: 5

Google Ads Course



- Google ads platform beginner guide to start
- How setup Google ads account & Get credit 20000 Guide
- Google ads Account Objectives & Campaign types Explained
- How to set up google search campaign - Location, CPC, Keyword tool, Audience Segmentation Part 1
- How to set up google search campaign - schedule, Keyword, Ad Title, Description, Publishing, Status
- How to set up google search campaign - Negative Keywords, Keyword Match type & other
- What Are Google Ad Assets & How to Use Them - Part 1
- What Are Google Ad Assets & How to Use Them - Part 2
- How to Create Call-Only Ads Campaigns in Google Ads
- How To setup Google Ads Video Campaign for Video Views - Detailed Guide
- How to setup google ads Demand Gen & video conversion campaign
- How to set up a google display ad campaign - Explained
- Google Ads Conversion Tracking Setup With GTM Lead Form Conversion Tracking - Detailed explained
- How to track Purchase conversion in Google ads Through Google Analytics - Explained
- How to track Purchase conversion in Google ads Through Google Tag Manager - Explained
- How to Connect a YouTube Channel to Google Ads and Why It's Important
- How to Set Up a YouTube Retargeting Campaign in Google Ads
- How to Set Up a Website Retargeting Campaign in Google Ads
- How to setup Non-skippable ads on YouTube for Brand awareness
- How to set up a Google shopping campaign - MCA & Product Import - Part 1
- How to set up google ads Performance Max shopping campaign Shopping
- How to set up Google payment Method & Advertiser verification Process
- What is Quality score & How to improve quality score in google ads
- The Concept of Ad Groups in Google Ads test - Basic Guide
- How to Manage access to your Google Ads Account
- What is Conversion Rate & How to Increase Conversion Rate in Google Ads

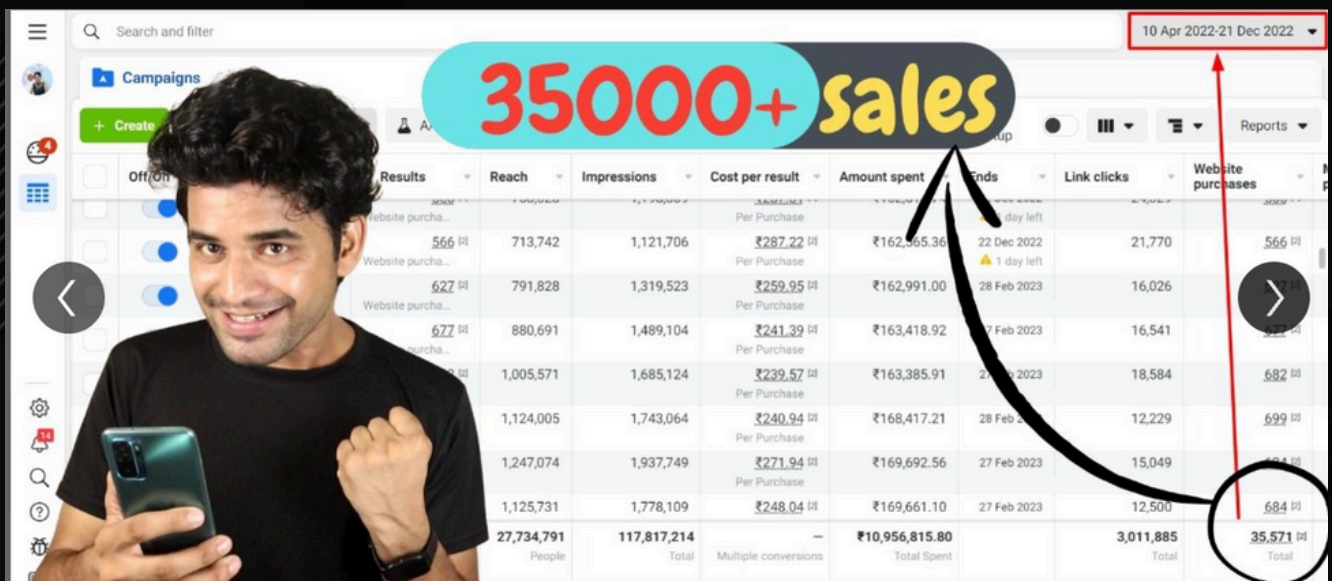
Modul: 6

Meta Ads

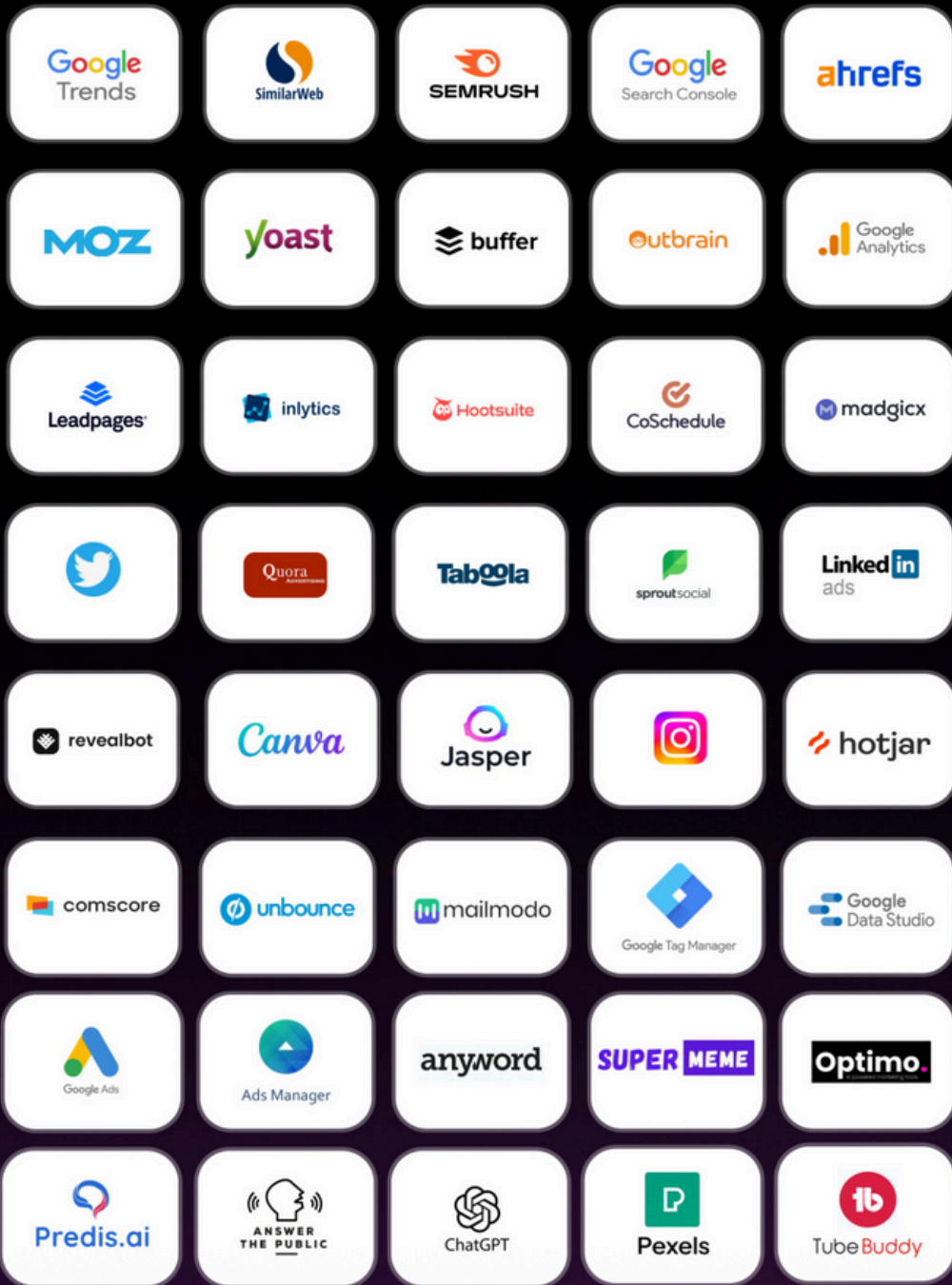


- Meta - Facebook & Instagram Ads Platforms Introduction
- What is Facebook Page - Importance & How to Create Facebook Business Page
- How to Share Facebook Page Access & Guide to Client for Access
- Benefits & How to Connect Facebook Page to Instagram Account
- How to Setup (Meta) Facebook Ads Manager Account or Onboarding Process
- How to Make Facebook Post & Ads Graphics in Canva or in Other Tools - Part 1
- Meta Ads Creative Creation Ideas - Canva & Other Website
- Meta Ads Library - Spying on Competitors' Live Running Ads, Strategy & Ad Copywriting Creative Ideas
- Meta Ads Account Structure Overview - Reach, Impression, CPC, Result & Other Metrics Explained
- Meta Ad Account Ad Objective & Types of Ad Objective Explained in Detail with Examples
- Types of Meta Lead Ads - Lead Generation through Website & Instant Form Lead Ad Explained in Detail
- Instant Lead Ad - Part 1: Introduction Process & Meta Ads Account Features, Campaign & Special Ads Category
- Instant Lead Ad - Part 2: ABO & Ad Test Meaning, Ad Type, Delivery Type in Meta Ads Account Features
- Instant Lead Ad - Part 3: Concept of Budget Strategy & Scheduling Methods Discussed
- Instant Lead Ad - Part 4: Locations Optimization, Psychology, Age, Gender
- Detailed targeting explained 5 plus Business Strategies Explained - whey protein cosmetics products Property Web development Flight ticking
- Instant Lead Ad - Part 6: Detailed Targeting Features of Meta Ads Explained
- Instant Lead Ad - Part 7: Ad Placement & Platform Management Ideas & Optimizations
- Instant Lead Ad - Part 8: Ad Dimensions, Size, Ad Content Ideas & Lead Form Creation
- Meta Billing Setup - Payment Method, GST Guide & How to Access Client's Facebook Ads Account to Run Ads
- What is Meta Pixel - Explained with Benefits

- How to Create Sale ad & track Purchase, add to cart ,Initiate checkout & other events with Meta pixel (Enhance Sales performance & Changes in Campaign
- How to Use Advantage Campaign Budget (ACB) - For Better ROAS & Strategy Meta Ads - Advantage+ Audiences, the Future of Targeting / Ai Targeting
- How to Create Meta Lead Ads through Website with Proper Tracking
- What is Lookalike Audience & How to Create Them in Meta Ads
- How to Create Facebook Ads Retargeting Campaign to 2X Your ROAS or Reduce Lead Cost
- How to Setup Facebook Conversion API in WordPress Website
- Engagement Objective Explained - Call, WhatsApp, Messages Only, Page Likes, Engagement on Posted Content
- Awareness Objective Explained - Ad Frequency, Use Existing Post Suggestions
- Traffic Campaign Explained - Maximize Number of Landing Page Views or Max Click, Performance Goal Recommended
- How to Setup App Install Meta Ad Campaign
- How to Create Meta Business Manager Account - Ad Account Creation, Page & Add Account Access Guide
- How to Run Catalogue Sales Campaigns Effectively - Catalogue Product Import & Run Ads



Master 30+ Tools



Modul: 7

Canva Course



- Canva Course introduction Video
- How to research for before designing a Perfect Canva Design
Canva dimensions basic features & elements or other website Explain in
- Detailed
- How to Design logo for your business & logo Design Ideas
- How To make Perfect Design for Social Media or Ads using Templates
- How to design graphics in canva without Template
- How to add voice & Animation over to your Canva Graphic

Modul: 8

Dropshipping Course

- What is dropshipping and how does it work
- What is Domain name & how to buy Domain name
- How to set up Shopify store for dropshipping
- How to connect your Domain to Shopify
- What is Roposo Clout, Zendrop & product importing process to Shopify
- How to design your Shopify store Home Page - Basic
- What is Meta Pixel - Explained Benefits
- How to connect Meta Pixel to your Shopify store
- How to find winning products for dropshipping - 7 Product Research Methods



Modul: 9

Affiliate Marketing

- what is Affiliate Marketing how does it work - Explained
- Earnkaro Platform affiliate Marketing Guide & Process
Affiliate Marketing through Amazon & other Marketplace Platforms
- Other Affiliate Marketing Platforms & traffic Guide

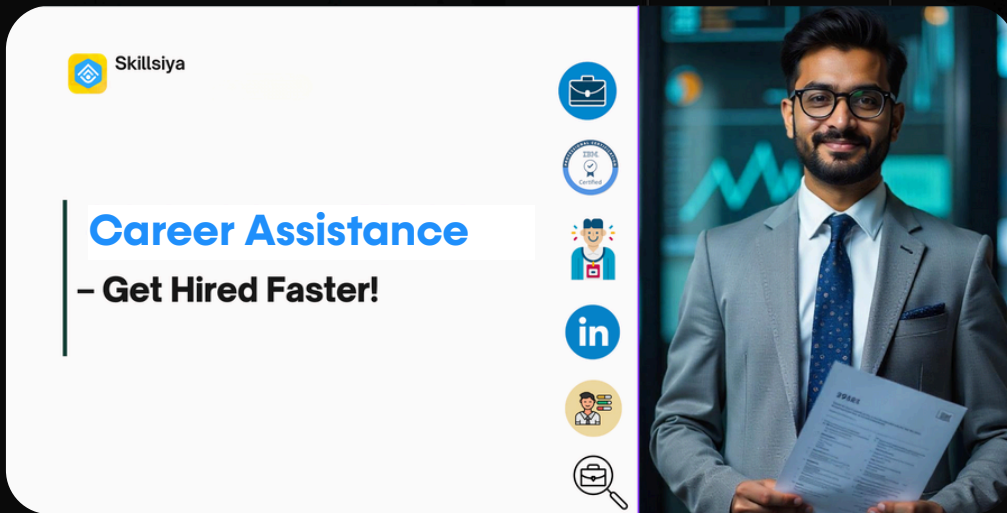


Modul: 10

Job Guidance & Freelancing

- Freelancing Meaning, Process & Course introduction
- LinkedIn Freelancing Complete Course Start Freelancing on LinkedIn
- fiver account setup, Profile optimization & Gig posting Guide to Get your First order
- How To Get 100 Plus Clients Strategy with the help of Meta ads
- Upwork onboarding Process & Profile Optimization Guide
- How to get your first order on upwork - Project identify & Apply

WILL THIS COURSE PROVIDE CAREER ASSISTANCE?



Yes! Along with Digital Marketing skills, we provide **complete Career Assistance** to help you build a strong professional journey.

You will learn how to:

- Create & **optimize your resume & portfolio**
- Master the most asked **interview questions & answers**
- Build a **professional LinkedIn profile**
- Learn step-by-step **job search strategies**
- Access a **complete Freelancing Course** to start earning online

☞ With this guidance, you'll be fully prepared for both jobs and freelancing opportunities.

IS THERE A CERTIFICATE AFTER COMPLETION?



✓ Yes! You will get a **valuable Certificate of Completion**. After finishing the course, you can download your certificate from the dashboard.

It comes with a **unique ID & QR code for easy verification** and can be shared with employers or on LinkedIn.

✚ Along with this, we also guide you to earn free & globally recognized certificates like:

- Google Fundamentals of Digital Marketing
- HubSpot Social Media Marketing
- Meta Official Certification

☞ These add extra value to your career and make your profile stand out.

YOU DON'T HAVE TO, BUT HERE'S WHAT YOU CAN TRUST, THOUGH

P PRIYA CHAWLA

★★★★★ 7 months ago

Skillsiya's certification program helped me transition into a new career. The trainers are knowledgeable, and the curriculum is very relevant to current industry trends. A must-try for anyone interested in digital marketing.

M MEERA DESAI

★★★★★ 7 months ago

I had zero knowledge about digital marketing, but this course made it easy to understand. The SEO and content marketing modules were my favorite.

A ATANU DAS **VERIFIED PURCHASE**

★★★★★ about a year ago

One of the best course small Money 💰

★ 4.8



R NIKHIL BHOLE **VERIFIED PURCHASE**

★★★★★ 2 years ago

great course



SAURABH **VERIFIED PURCHASE**

★★★★★ 2 years ago

This course is mind blowing

I'M IN! HOW SHOULD I SIGN UP?

Enrolling is super easy 🙋

1. Go to www.skillsiya.com
2. Sign up with your email and **log in**
3. From the Store menu, open **Skillsiya Courses**
4. Click **Add to Cart** on your chosen course
5. Click Checkout → **Next**
6. **Confirm your name** and mobile number, then **click Next**
7. Enter your Promo Code (if you have one)
8. Click **Proceed to Payment** and pay via UPI or Card
9. Done ✅ **You'll get instant access to the course** after payment

🎥 Need a video guide? [Click here](#)

✨ **Start your journey to become an AI-Enhanced Professional Digital Marketer from scratch!**

ENROLL NOW

