

# AI-Driven Digital Marketing + Prompt Engineering + AEO + GEO (Job Ready Program)

## Why Digital Marketing Still Matters in the AI Era

In 2026, many people are learning coding, AI, and programming to build products. But building alone is not enough. Every product still needs users, traffic, and growth.

Digital marketing drives that growth.

### AI Doesn't Replace Marketers

AI tools like ChatGPT and Gemini help with execution, but they don't understand business goals or audience behavior. Marketers use AI to plan, optimize, and make decisions.

### Market Reality

More developers are entering the market, but companies still need people who can bring users and generate revenue. This creates strong demand for digital marketing skills.

### Why This Works Without Coding

- No coding required
- Direct impact on business growth
- Use AI tools without building them
- Faster to learn and apply

You don't need to build AI systems to succeed.

You need to know how to use them to grow businesses.

### Who This Course Is For

This program is designed for individuals who want to build real, execution-level skills in digital marketing using AI tools and modern search strategies.

- Beginners looking to start a career in digital marketing without coding knowledge
- Graduates and job seekers aiming for AI-driven marketing roles
- Working professionals planning a transition into digital marketing
- Individuals who want hands-on experience with SEO, Google Ads, and AI tools

## **Outcome of This Course**

By the end of this digital marketing course with AI job placement, you will be able to:

- Plan and execute SEO strategies using AI-driven workflows
- Create and optimize Google Ads campaigns with clear targeting
- Use tools like ChatGPT, Gemini, and GA4 for real marketing tasks
- Build and manage WordPress websites for marketing purposes
- Analyze user behavior and improve campaign performance using data
- Work on real-world projects with practical implementation experience

This course focuses on making you capable of handling real digital marketing work, not just understanding concepts.

## **Module 1: Digital Marketing Fundamentals (Day-1)**

- What is Digital Marketing?
- Traditional Digital Marketing Vs AI-Driven Digital Marketing
- Digital Marketing Tools (Free & Premium)
- Buyer Persona Design and Creation
- Market Research using AI Tools
- Industry Benchmark Analysis (Live Examples)

## **Module 2: Generative AI Foundations For Digital Marketing (Must Know) (Day-2)**

- What is Generative AI in Marketing?
- Understanding Large Language Models (LLMs/AI systems)
- AI Content vs Human Content Strategy (Hybrid Model)
- Generative AI Models Practices
- AI Workflow for Digital Marketers
- Ethical AI Usage & Limitations

**GenAI Tools:**

- OpenAI's ChatGPT
- Google Gemini
- NotebookLM (AI research workflows)
- AI Image & Video Tools
- Google AI-studio
- Google AI Pro (High end AI Models access)



## **Best Digital Marketing Course + AI Tools with Live Project + Certification**

**Join our AI enabled Digital Marketing course for unparalleled Practice on live website**

**Latest AI Tools ChatGPT + Midjourney, Other AI Tool Included in this Course**

**More Info**

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**Module 3: Prompt Engineering for Digital Marketing (Core Skill) (Day-3, 4)**

- Prompt Engineering Fundamentals
- Zero-shot, Few-shot, Chain-of-Thought (Marketing Use Cases)
- Copywriting Prompts for Ads, SEO & Social Media
- Prompt Frameworks (AIDA, PAS)
- AI Content Structuring for Rankings
- Prompt Automation Templates (Ready-to-Use)
- Prompt Library Creation

**Prompt Engineering tools:**

- OpenAi's Playground
- Google AI-studio

## **Module 4: Search Engine Optimization (SEO) + AI-Driven SEO**

### **4.1 SEO Fundamentals (Day-5)**

- What is SEO?
- What is Search Engine
- How Search Engines Work (Google + AI Search)

### **4.2 On-Page SEO (Day- 6 - 13)**

- Keyword Research (AI + Manual Hybrid)
- Title, Meta Tags Optimization
- Internal Linking Architecture
- EEAT Optimization (Trust Signals)
- AI Content Optimization for Rankings
- XML Sitemap & Robots.txt
- Canonical Tags
- Topic clusters & semantic depth
- Topic Clusters & Pillar Pages
- Semantic SEO & Topical Authority

### **4.3 Off-Page SEO (Day- 14, 15)**

- White Hat Link Building

- Digital PR & Authority Backlinks
- Guest Posting System
- Competitor Backlink Analysis

#### **4.4 AEO (Answer Engine Optimization) (Day- 16)**

AEO extends SEO to AI answer engines (Google AI Overviews, Bing Copilot, Chat-based search).

- What Is AEO
- Optimizing for AI Overviews
- Featured Snippets Domination
- Answer-First Content Framework
- Voice Search Optimization
- AI Search Ranking Strategy

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#### **4.5 GEO (Generative Engine Optimization) (Day- 17)**

GEO focuses on visibility, citation, and trust inside generative AI outputs (LLMs, copilots, assistants).

- What Is GEO
- How AI Engines (LLMs) Retrieve Content
- GEO vs SEO vs AEO (Live Comparison)
- AI Citation Optimization
- Content for ChatGPT, Gemini & Copilot Visibility
- Measuring Generative Visibility & Brand Mentions



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### **Module 5: Search Engine Marketing (Paid Ads / PPC)**

#### **Google Ads: (Day- 18 - 22)**

- Campaign Types (Search, PMAX)
- Ad Groups
- Keyword Match Types
- AI Ad Copy Creative (Headlines, Hooks, CTAs)
- Ad Schedule setup
- Location settings
- Bidding Strategies
- How to setup Manual CPC (Manual Bidding)
- Brief about Extensions and its Types
- Brief about Negative Keywords
- Conversion Tracking
- Retargeting & Funnel Ads Strategy
- Landing Page Conversion Optimization (CRO)
- A/B Testing for Ads

- Funnel-Based Ad Strategy (TOFU-MOFU-BOFU)

**Live Google ads Dashboard: YES**

## **Module 6: AI Video Marketing & YouTube Ads (High Demand Skill) (Day- 23)**

- YouTube Channel
- YouTube Ads Design and Optimization
- AI Video scripting
- Ai Video Tools
- Ad Bidding strategies and Techniques

**Live DashBoard: YES**

## **Module 7: Social Media Optimization + Paid Marketing**

### **Organic + Paid Strategy (Day- 24, 25 )**

- Social Platform Algorithms Understanding
- Instagram Growth Strategy (Algorithm-Based)
- Content Calendar Automation (AI Powered)
- Influencer Marketing System
- Reels & short content strategy
- Facebook & Instagram Ads (Advanced)
- Ad creatives & copy for ongoing campaigns
- Social Media Management Tools
- LinkedIn Authority Building (For Jobs & Clients)

### **Social Platforms:**

- Facebook
- Instagram
- LinkedIn
- X (Twitter)
- Pinterest

- Reddit

## **Module 8: Analytics & Data Tracking (Day- 26)**

- Google Analytics 4 (Advanced)
- Google Tag Manager (Full Setup)
- Conversion Tracking (Ads + Website)
- User Behaviour Analysis
- Custom Reporting Dashboards
- Data-Driven Marketing Decisions

**Tool Access: YES**

**Tools:**

- [Google Analytics](#)
- [Google Tag Manager](#)

## **Module 9: Google Search Console - GSC (Day- 27)**

- Google Search Console Account Setup
- URL inspection
- Sitemap Configuration
- URL removal process and Instructions
- Pages Crawl Reports
- Page Indexing Reports
- Search Queries Analysis
- Website Content Optimization using Search Queries

**Tool Access: YES**

## **Module 10: Website & AI Builders (NO Code) (Day- 28, 29)**

- WordPress Website Building (Live)

- Landing Page Design + Optimization
- AI-Drive Blog Article Content Design and Publishing
- Website Conversion Tracking
- Website Speed Optimization
- AI Blog Content Publishing System
- No-Code AI Website Builders
- Hosting, CPanel & Deployment Live

**Platforms:**

- Hostinger / Namecheap
- WordPress
- Divi Theme (AI Builder)
- Google AI Studio
- Vercel V0 / Bolt ai

**Real Client Capstone Projects (Practical Mastery) (1 Month)**

- Live SEO Projects (Real Websites)
- Google Ads Live Campaign
- Competitor Analysis Reports
- AI Content Creation and Publish for Real Businesses
- Portfolio Development (Case Studies)

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### **Outcome & Career + Certification**

- One - One sessions with Trainer
- Resume for AI Marketing Roles
- LinkedIn Profile Optimization (Done-for-you templates)
- Mock Interviews (HR + Technical)
- Job Placement Assistance
- Internship Opportunities
- Portfolio Website Creation
- AI Marketing Certification
- 100% Job Assistance
- Google AI Credits \$300 (free for 90-days)
- Google Gemini AI Pro (1 Month free)

## **Bonus:**

- Prompt Templates Library
- Ready Ad Copy Swipe Files
- SEO Audit Templates
- Client Reporting Templates
- Google AI Credits Guidance
- 1:1 Mentor Support

**Total Duration:** 35 Day

**Capstone Project:** 2 Capstone Projects (20-30 Days)

Mock Interviews Conduct

Certification by Google, LinkedIn

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