

BROCHURE

ADVANCED DIGITAL MARKETING WITH ARTIFICIAL INTELLIGENCE



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Lesson 1: 1-Click WordPress Installation process on any server

Learn the seamless 1-Click WordPress Installation process on any server. This tutorial provides a step-by-step guide, making it easy for even beginners to set up WordPress effortlessly.

Lesson 2: Why SSL is important, and what is the difference between standard and wild card SSL?

Dive into the crucial topic of SSL security. Understand why SSL is vital for your website and grasp the distinctions between standard and wild card SSL certificates. Enhance your website's security with insights from this informative video.

Lesson 3: How to enforce HTTPS, and ensure the permalinks are flushed?

Explore the importance of enforcing HTTPS for a secure browsing experience. This video guides you through the process of enforcing HTTPS and ensuring that permalinks are properly flushed, enhancing your website's overall performance and security.

Lesson 4: Installing an Astra Starter Theme to get started with the development.

Kickstart your WordPress development journey by learning how to

install the Astra Starter Theme. This video walks you through the installation process, providing a solid foundation for building a visually appealing and functional website.

Lesson 5: A basic introduction to the login process, and WordPress Dashboard.

Get acquainted with the fundamental steps of the WordPress login process and navigate the WordPress Dashboard. This video serves as a beginner-friendly guide, ensuring you feel confident and capable when accessing and managing your WordPress site.

Lesson 6: Editing a page with Elementor builder.

Dive into the world of Elementor with this tutorial on editing pages. Learn the basics of the Elementor builder, empowering you to create and customize engaging, visually appealing pages for your WordPress site.

Lesson 7: Understanding typography, width, motion, responsiveness, and other widgets of Elementor.

Delve deeper into Elementor's capabilities by exploring typography, width, motion, and responsiveness options. This video provides valuable insights into utilizing various widgets, allowing you to create dynamic and responsive designs.

Lesson 8: Elementor panel setup, advanced settings, and other settings. Unlock the full potential of Elementor by mastering panel setup and advanced settings. This tutorial guides you through the intricacies of

Elementor's settings, empowering you to customize and optimize your workflow for efficient web design.

Lesson 9: Importing a readymade template using Astra Starter Theme. Learn the art of importing readymade templates using the Astra Starter Theme. This video demonstrates the seamless process, enabling you to kickstart your website design with professionally designed templates.

Lesson 10: Creating a replica design using Elementor builder. Hone your design skills by creating a replica design with Elementor. This tutorial guides you through the process, offering practical tips to replicate and customize designs according to your preferences.

Lesson 11: Reverse engineering readymade page settings in Elementor. Uncover the secrets of reverse engineering readymade page settings in Elementor. This video provides a step-by-step walkthrough, allowing you to understand and replicate intricate designs for your own projects.

Lesson 12: Working with z-index and negative margins in Elementor builder.

Elevate your design finesse by mastering z-index and negative margins in Elementor. This video explores advanced design techniques, empowering you to create visually stunning layouts with precision and creativity.

Lesson 13: Learning the benefits of using Elementor site settings and

how it streamlines the workflow.

Discover the efficiency of Elementor site settings and how they streamline your workflow. This tutorial highlights the benefits of using site settings, ensuring you optimize your design process for a more seamless and productive experience.

Lesson 14: Understanding global colors, fonts, buttons, and form designs in Elementor Site settings.

Gain a comprehensive understanding of global design elements in Elementor. This video covers global colors, fonts, buttons, and form designs in Elementor Site settings, providing you with the tools to maintain design consistency across your entire website.

Lesson 15: Enabling Elementor for different post types.

Customize your content with ease by learning how to enable Elementor for different post types. This tutorial guides you through the process, allowing you to have creative control over various types of content on your WordPress site.

Lesson 16: Working with saved templates and Theme builder to optimize workflow in Elementor.

Streamline your design workflow with insights into working with saved templates and the Theme builder in Elementor. This video equips you with time-saving techniques to enhance efficiency and consistency in your web design projects.

Lesson 17: Working with Elementor Theme builder that helps us customize every part of our site.

Unlock the full potential of your website by mastering the Elementor Theme builder. This video explores how to customize every part of your site, providing you with the tools to create a cohesive and personalized web presence.

Lesson 18: Setting up Elementor PRO and starting to create the single product page for WooCommerce.

Dive into the advanced features of Elementor PRO and embark on creating a compelling single product page for WooCommerce. This tutorial guides you through the setup process and offers practical tips for optimizing your WooCommerce product pages.

Lesson 19: Creating a basic single product page using Elementor builder. Learn the essentials of creating a basic single product page using the Elementor builder. This video provides a step-by-step guide, empowering you to showcase your products effectively and enhance the user experience.

Lesson 20: Working with Elementor Mega menu and activating experiments to enable the mega menu widget.

Elevate your website navigation with Elementor Mega menu. This tutorial demonstrates how to work with Mega menu and activate experiments to enable the mega menu widget, enhancing the user experience and navigation on your site.

Lesson 21: Working with site footer created by Astra Starter Sites. Customize and optimize your site footer with insights from this tutorial. Learn how to work with the site footer created by Astra Starter Sites, ensuring a polished and professional appearance for your website.

Lesson 22: Setting up a WooCommerce store and exploring the settings. Establish a robust online presence by setting up your WooCommerce store. This video provides a comprehensive guide to the initial setup and explores essential WooCommerce settings, laying the foundation for a successful online store.

Lesson 23: Exporting and Importing products in WooCommerce site. Streamline your product management process in WooCommerce by mastering the art of exporting and importing products. This tutorial guides you through the steps, ensuring efficient and hassle-free management of your product catalog.

Lesson 24: Recap on all previous concepts and best practices. Revisit and reinforce your learning by diving into a comprehensive recap of all the previous concepts covered in the course. This video also highlights best practices, ensuring you consolidate your knowledge for effective implementation.

Lesson 25: Wrap up and final steps showcasing the methods to create a blog post template using Elementor Theme Builder. Conclude your WordPress Page Builder Elementor Basics journey with a

thorough wrap-up and final steps. This video showcases methods to create a blog post template using Elementor Theme Builder, providing you with a well-rounded skill set for dynamic and engaging content creation.

Lesson 26: Introduction to Zapier, and how it helps us optimize workflow

Dive into the fundamentals of Zapier and discover how it revolutionizes workflow optimization. Uncover the power of automation and streamline your processes efficiently with this insightful introduction to Zapier.

Lesson 27: Working with Triggers and Actions with Zapier Explore the intricacies of triggers and actions within Zapier. Learn how to set up seamless workflows by understanding the relationship between triggers and actions, unlocking the full potential of Zapier for your productivity.

Lesson 28: How to connect, and communicate two different applications using Zapier Master the art of connecting disparate applications through Zapier. Gain valuable insights into establishing communication between different platforms, enabling a smooth flow of data and information across your digital ecosystem.

Lesson 29: Zapier plans, and pricing, and how to get started Navigate through the various plans and pricing options offered by Zapier. Get comprehensive guide on selecting right plan for your needs and start your automation journey with a step-by-step guide on getting started.

Lesson 30: Creating our 1st Zap using the power of AI

Harness the power of artificial intelligence to create your first Zap. Explore the intersection of Zapier and AI, discovering innovative ways to enhance your workflows and automate tasks with unprecedented efficiency.

Lesson 31: How to work with events, and send Razorpay data to Google Spreadsheet

Learn to work with events and seamlessly transfer Razorpay data to Google Spreadsheet. Unlock the potential of Zapier to effortlessly handle financial transactions and data management in a synchronized manner.

Lesson 32: Adding several steps to Zaps like Filters and Paths

Elevate your Zapier expertise by incorporating advanced features like filters and paths. Explore the nuances of adding multiple steps to your Zaps, ensuring precision and customization in your automated workflows

Lesson 33: Introduction to Pabbly - A Zapier Alternative

Familiarize yourself with Pabbly, a compelling alternative to Zapier. Compare features, functionalities, and explore the unique offerings of Pabbly to diversify your automation toolkit.

Lesson 34: Sending Elementor Form data to Pabbly platform

Connect Elementor Form seamlessly with Pabbly. Understand the

integration process to effortlessly transfer form data, enhancing your data management capabilities and ensuring a cohesive workflow.

Lesson 35: Adding new rows to Google Spreadsheet everytime a new lead signs up on Elementor form

Automate the addition of new leads to Google Spreadsheet with every Elementor form submission. Enhance lead management by leveraging the synergy between Elementor and Google Spreadsheet through Zapier

Lesson 36: Mapping Spreadsheet column data to Pabbly platform

Master the art of mapping spreadsheet column data to the Pabbly platform. Ensure data accuracy and cohesion in your automated workflows by understanding the intricacies of data mapping within Zapier.

Lesson 37: Working with applications developed by Pabbly

Explore the functionalities of applications developed by Pabbly within the Zapier ecosystem. Uncover new possibilities and optimize your workflows by incorporating Pabbly's specialized applications.

Lesson 38: Passing checkbox and radio button selects to Pabbly platform

Learn to seamlessly pass checkbox and radio button selections to the Pabbly platform. Enhance user interactions and data transfer precision by incorporating these advanced features into your automated workflows.

Lesson 39: Working with File uploads

Delve into the intricacies of working with file uploads in Zapier. Streamline the handling of files within your workflows, ensuring a seamless integration of data and enhancing your overall automation capabilities.

Lesson 40: Automating the saving of leads to Google Contacts of your phone Optimize lead management by automating the saving of leads to Google Contacts on your phone. Leverage Zapier to create a seamless connection between different platforms, ensuring that your contact data is always up-to-date.

Lesson 41: Course wrap up, and working with Router to manage all paths in a workflow Conclude the course with a comprehensive wrap-up, summarizing key learnings. Explore the functionality of the Router feature in Zapier, mastering the art of managing all paths within a workflow for maximum efficiency.

Lesson 42: Introduction to Sales Funnel, and Marketing Automation with GetResponse

Embark on a journey into the realm of sales funnels and marketing automation with GetResponse. This introductory lesson lays the groundwork for understanding how to optimize your business strategies. Uncover the potential of GetResponse in automating your marketing processes for enhanced efficiency and results.

Lesson 43: Looking at the best features step-by-step, including Conversion Funnel

Delve into the core features of GetResponse, meticulously explored step by step. Focus on the Conversion Funnel feature to grasp its impact on refining your marketing endeavors. Uncover the nuances of each feature to harness the full potential of GetResponse for elevating your conversion rates.

Lesson 44: Demystifying landing page builder of GetResponse

Decode the intricacies of GetResponse's landing page builder. This lesson unravels the mystery, guiding you through the process of creating captivating and high-converting landing pages effortlessly. Elevate your online presence by mastering the art of crafting visually appealing and effective landing pages.

Lesson 45: Creating a landing page (end-to-end)- Full setup

Walk through the entire process of creating a landing page using GetResponse. From inception to execution, gain a comprehensive understanding of the full setup involved in crafting a landing page that converts. Learn to optimize design elements, copy, and calls-to-action for maximum impact.

Lesson 46: Creating an interactive newsletter with GetResponse

Elevate your email marketing strategy by crafting interactive newsletters with GetResponse. Learn the techniques to engage your audience and make your emails stand out. Master the art of designing

visually appealing newsletters that foster interaction and keep your subscribers eagerly anticipating your next communication.

Lesson 47: Automation 101: Working with readymade sales funnel templates

Simplify your marketing efforts with GetResponse's pre-designed sales funnel templates. Explore the basics of automation and learn how to implement ready-made templates for streamlined sales processes. This lesson is a guide to optimizing efficiency and achieving results with minimal effort.

Lesson 48: Webhooks 101: Sending data outside GetResponse into other tools

Explore the world of webhooks with GetResponse. Understand the fundamentals of seamlessly transferring data from GetResponse to external tools. Harness the power of integration to connect your marketing efforts across platforms, optimizing data flow for enhanced productivity.

Lesson 49: Working with WordPress setup- A cheaper alternative

Discover a cost-effective integration alternative by combining GetResponse with WordPress . Explore the seamless setup and unlock the potential of this dynamic partnership. Learn to leverage the strengths of both platforms to create a robust online presence without exceeding your budget.

Lesson 50: End-to-end MailPoet setup to develop a working email autoresponder setup

Master the setup of an end-to-end email autoresponder using MailPoet . Follow the comprehensive guide to understand the intricacies of crafting automated email campaigns. Elevate your communication strategy with MailPoet's powerful features for a dynamic and responsive audience engagement.

Lesson 51: Setting up working emails using MailPoet Dive into the details of setting up effective emails with MailPoet . Explore the features that make MailPoet a go-to tool for email marketing. From design to delivery, unlock the secrets of crafting impactful emails that resonate with your audience and drive results.

Lesson 52: Integrating WordPress with webhooks and passing data using Pabbly

Combine the strengths of WordPress, webhooks, and Pabbly for a seamless integration experience. Unlock the potential of effortlessly passing data between platforms, optimizing your workflow. Gain a deeper understanding of the synergy between these tools for a more efficient and connected online presence.

Lesson 53: Creating an advanced sales funnel mechanism with Routers and delays by Pabbly

Elevate your sales funnel strategy with advanced techniques using Pabbly . Explore the intricacies of routers and delays, understanding how

to implement them for optimal results. Master the art of creating a sophisticated sales funnel mechanism that maximizes efficiency and enhances your overall marketing strategy.

Lesson 54: Unveiling ChatGPT: Empowering Your WordPress Journey
Embark on a transformative journey as you delve into the world of ChatGPT, a potent AI tool. In this opening module, you will gain a comprehensive understanding of ChatGPT's capabilities and how it can revolutionize your WordPress experience. Discover the art of harnessing ChatGPT's intelligence to create a WordPress plugin that will unlock boundless possibilities for augmenting your website's functionality.

Lesson 55: Decoding and Elevating Code: The ChatGPT Advantage
Delve deeper into the intricate world of AI-generated code in our course. Unearth the secrets of dissecting and refining the code produced by ChatGPT. Learn to optimize, enhance, and align the AI-generated code with your project's unique requirements. By the end of this module, you will have the skills to make AI-driven coding a powerful asset in your WordPress toolkit.

Lesson 56: Personalized Email Magic: Harnessing ChatGPT for WordPress

Transform your email communications in , as we explore ChatGPT's role in selecting sender names and email addresses for all outgoing WordPress emails. Learn to infuse personalization into your email campaigns effortlessly. Discover how AI-powered decision-making can

streamline your workflow and enhance the user experience through personalized emails.

Lesson 57: Unlocking Shortcode Potential: A ChatGPT Revelation

The unveils the art of creating custom WordPress shortcodes with ChatGPT. Shortcodes breathe life into your website, adding dynamic and interactive elements. This module empowers you to generate shortcodes using the brilliance of AI, making your website more engaging and user-friendly, leaving a lasting impression on your visitors.

Lesson 58: Crafting Content with AI and Design: ChatGPT and Canva Collaboration

Witness the synergy of ChatGPT and Canva , where we embark on a journey to create a batch of compelling social media posts. Discover the power of ChatGPT in content generation, and then witness how Canva elevates the visual appeal of your creations. This empowers you to maintain an active and engaging online presence with ease, enhancing your digital marketing endeavors.

Lesson 59: Digital Product Revolution: ChatGPT at Your Service

Explore the possibilities of digital product creation with ChatGPT. Discover how to harness the AI's capabilities to craft a wide range of digital products, from ebooks to software tools. Unleash your entrepreneurial spirit as you learn to diversify your offerings and effectively monetize your digital content.

Lesson 60: Streamlining WordPress: ChatGPT and Code Snippets Plugin
Unveils the art of optimizing your WordPress site by leveraging ChatGPT and the Code Snippets plugin. Learn to streamline your website's performance by replacing multiple plugins with AI-powered code snippets. By the end of this module, you will be adept at reducing plugin bloat, improving efficiency, and ensuring a more secure website.

Lesson 61: Crafting Chrome Extensions: The Bard's AI ChatGPT Collaboration

Introduces you to the world of creating Chrome extensions using the formidable combination of ChatGPT and Bard's Artificial Intelligence. Dive into the browser extension universe and discover the power of ChatGPT in enhancing the browsing experience. You'll acquire the skills to develop browser extensions for personal use or distribution, expanding your digital marketing capabilities.

Lesson 62: Web Scraping Made Easy: Data Extraction with Web Scraper Chrome Extension

You'll venture into the world of web scraping. Discover the art of extracting data fields from websites using the Web Scraper Chrome extension. Unearth the potential of web scraping for various purposes, from research to data analysis, enhancing your digital marketing strategy with valuable insights.

Lesson 63: Seamless Data Transfer: Elementor Forms to Google Sheets Connector

Lesson ten equips you with the skills to streamline your data management. Learn how to connect Elementor forms to Google Sheets using a connector. Effortlessly transfer form data to Google Sheets, making data analysis and management a breeze. Enhance your digital marketing campaign with efficient data handling.

Lesson 64: Correcting and Capitalizing: Pabbly's Role in Name Formatting Unify your lead data by optimizing the capitalization of first names. Discover the transformative power of Pabbly in ensuring consistent and professional name formatting. Enhance the quality of your lead database and user engagement, leaving a lasting impression on your audience.

Lesson 65: Visual Appeal: Creating Software Box Mockups with Smart Objects

Unveil the world of software box mockups and learn how to create them using smart objects. Empower your digital products with visually appealing representations, adding sophistication to your software offerings. Enhance the digital marketing of your products and captivate your audience with professional visuals.

Lesson 66: Real-time Communication: Setting up SMSAlerts with WordPress

Step into the realm of real-time communication by setting up the SMSAlerts plugin and mapping it with WordPress. Discover the potential of SMS alerts in enhancing your communication with users.

Unlock the power of timely notifications and updates, elevating your digital marketing strategies.

Lesson 67: Automating SMS: SMSAlerts and Pabbly Collaboration
Offers a deep dive into automation. Learn how to connect SMSAlerts with Pabbly to send template SMS messages to your users. Streamline your SMS communication, enhancing efficiency and engagement. Elevate your digital marketing campaigns with timely and personalized SMS alerts.

Lesson 68: Email Marketing Mastery: Setting up the Mailpoet Plugin
Unlock the realm of email marketing by setting up the Mailpoet plugin. This module guides you through the process of configuring Mailpoet, a powerful tool for creating and sending captivating email campaigns. Empower your email marketing strategies and engage your audience with compelling email content.

Lesson 69: Welcoming Engagement: Your First Automated Welcome Email with Mailpoet
Jumpstart your email marketing journey by setting up your first automated welcome email with the Mailpoet plugin. you will learn to send automated evergreen welcome emails to new subscribers, laying the foundation for effective email marketing campaigns that engage and convert.

Lesson 70: Abandoned Cart Redemption: Mailpoet's Magic

Learn the art of abandoned cart email campaigns with the Mailpoet plugin. Discover how to configure these emails to entice customers to complete their purchases. Boost your revenue and reduce cart abandonment, ensuring that your digital marketing strategies drive results.

Lesson 71: Dynamic PDF Creation: FluentForm Plugin's Art

Dive into dynamic PDF creation with the FluentForm plugin . Learn how to generate customized PDFs for your users, enhancing the overall user experience. Discover the art of personalization in your digital marketing strategies, providing a compelling and engaging experience for your audience.

Lesson 72: Database Mastery: Editing and Enhancing Beyond WordPress Settings

You will gain mastery over your database. Learn how to edit your database directly and enhance features that go beyond standard WordPress settings or plugins. Empower your digital marketing campaigns by customizing your database to meet your unique needs.

Lesson 73: Mobile Connectivity: Saving Leads to Your Phone with Pabbly and Google Contacts

Unleash the power of mobile connectivity . Discover how to save leads to your phone directly using Pabbly and Google Contacts. Streamline your lead management and engagement, ensuring that you stay connected

with your audience wherever you go.

Lesson 74: Introduction to Search Engine Optimization, and tips to master it

Dive into the fundamentals of SEO with expert insights on optimizing your online presence. Learn key strategies to enhance search engine visibility and boost organic traffic. Master the art of keyword research, content optimization, and effective SEO techniques to elevate your website's performance.

Lesson 75: Working with top WordPress plugins to manage SEO Essentials

Explore essential SEO plugins for WordPress and streamline your optimization process. Discover top plugins, their features, and how to leverage them to enhance your website's SEO. From meta tags to sitemaps, unlock the power of these tools to ensure your WordPress site is search engine-friendly and ready to climb the rankings.

Lesson 76: Working on Site Basics with Yoast SEO Plugin

Delve into the core functionalities of the Yoast SEO plugin and optimize your site's basics. Learn to fine-tune meta titles, descriptions, and other critical elements to improve your website's SEO. Navigate through the Yoast interface to ensure your content is well-structured and search engine optimized.

Lesson 77: Integrating Yoast SEO plugin to work flawlessly with custom fields

Take your SEO game to the next level by seamlessly integrating Yoast SEO with custom fields. Learn how to customize and optimize additional content elements for improved search engine visibility. Maximize the potential of your WordPress site with this advanced integration technique

Lesson 78: Various bulk setting techniques, and optimizing workflows
Streamline your SEO efforts with bulk setting techniques and optimized workflows. Discover time-saving strategies to efficiently manage SEO tasks on a larger scale. From metadata adjustments to content optimization, master the art of bulk settings for a more effective and productive optimization process.

Lesson 79: Leveraging the power of ChatGPT to write SEO-Optimized blog post

Unleash the creative potential of ChatGPT to craft SEO-optimized blog posts. Explore the synergy between AI-generated content and search engine optimization. Learn how to harness ChatGPT to enhance your writing process and create compelling, SEO-friendly blog posts.

Lesson 80: Optimization blog post applying several techniques with the help of ChatGPT

Elevate your content optimization game by applying various techniques with the assistance of ChatGPT. Uncover advanced strategies to refine

your blog posts, from keyword optimization to readability enhancements. Boost your SEO efforts with the powerful collaboration of human creativity and AI assistance.

Lesson 81: Uploading blog post in HTML markup format on WordPress, using ChatGPT Navigate the technical side of SEO by uploading blog posts in HTML markup format on WordPress. Learn the intricacies of HTML markup and how to enhance your content for search engines. Elevate your SEO game by mastering the art of formatting and presentation for optimal search engine visibility.

Lesson 82: SEO-focused optimization of WordPress site's images Explore the importance of image optimization for SEO on your WordPress site. Learn techniques to enhance image attributes, reduce file sizes, and improve page load times. Uncover the impact of optimized images on search engine rankings and user experience.

Lesson 83: Reviewing SEO scores with external tools, and working on improving them Assess and improve your website's SEO scores with external tools. Gain insights into the metrics that matter and discover effective strategies to enhance your site's performance. Learn how to interpret feedback from external tools and implement changes for better search engine rankings.

Lesson 84: Process to implement feedback shared by SEO review sites Implement feedback received from SEO review sites to fine-tune your

website's performance. Explore a systematic process to address recommendations and enhance your SEO strategy. Learn to adapt and optimize based on valuable insights from external SEO assessments.

Lesson 85: Working with SEOSmallTools to upgrade content ranking scores Dive into SEOSmallTools to elevate your content ranking scores. Explore the features of this powerful tool and learn how to leverage it for comprehensive SEO analysis. Enhance your content strategy based on data-driven insights and propel your website to higher search engine rankings.

Lesson 86: Difference between On-Page and Off-page SEO techniques (Essentials) Understand the essential distinctions between on-page and off-page SEO techniques. Explore the impact of on-page factors like content optimization and meta tags, as well as off-page strategies such as link building. Master both aspects to create a well-rounded and effective SEO strategy.

Lesson 87: Improving website scores to rank on ChatGPT search tool Optimize your website to rank on the ChatGPT search tool. Explore the specific criteria that contribute to search engine rankings within the ChatGPT ecosystem. Implement targeted strategies to enhance your website's visibility and performance on this unique search platform.

Lesson 88: Course wrap-up, and how to manage an optimized site architecture

Conclude the course with a comprehensive wrap-up and insights on managing an optimized site architecture. Summarize key takeaways, revisit essential concepts, and gain practical tips on maintaining a sustainable and high-performing website in the ever-evolving landscape of search engine optimization.