

— TR-07

Digital Marketing with AI

COURSE BRIEF

SKILLS & TOOLS YOU WILL MASTER



WordPress SEO



Meta Ads



Google Ads



GA4 + Looker



ChatGPT + Claude

10 Reasons This Works.

Why students choose Saarathi – and how each card helps you ship a real career.

01

10 Max / Batch

Not 50. Not 30. Ten. Every student seen, heard, and unblocked – every class.

02

Sunday Open Classroom

Every Sunday the classroom is open. Come in, pair-program, get unstuck, or just focus.

03

Day-by-Day Syllabus

Full syllabus. Every day: what to read, what to build, what the outcome is.

04

Revision Every 5th Day

Every fifth class is a revision session. Nothing piles up or slips through.

05

Week 1: Mindset

The first week is about getting into the right headspace before touching a line of code.

06

3 Ways of Learning

Self-learning + collaboration + mentorship. All three built into every course.

07

1:1 Mock Interview

Real mock interview with your mentor in the final week. Actual hiring prep, not fluff.

08

CV + LinkedIn

Resume writing and LinkedIn optimisation. Leave with a profile that gets replies.

09

Real Projects

Every course ends with a deployed, publicly accessible project you can show employers.

10

Gate Assessment

Aptitude test before Day 1. Maps your strengths, weaknesses, learning style, and pace – then builds your personal plan.

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Digital Marketing with AI

Why This Course

This course trains the junior digital marketer that employers and clients actually want today: someone who can get a website to show up on Google, run paid ads on Facebook, Instagram and Google that actually make money, write content that both people and AI tools recommend, make ad visuals with AI that still look human, and report results a business owner can trust. Getting found on Google (SEO) sits at the centre of it all, and AI has changed how the whole job is done.

It is built for absolute beginners and it starts where a beginner should: the first three weeks (a real third of the course) are real foundations, how marketing, search, social and AI-search actually work, the funnel and the customer journey, your ideal customer and your message, how to read the numbers, and then SEO and measurement fundamentals as an applied base (how a crawlable, fast site and a keyword-and-intent plan actually work, with your hosting, domain and accounts readied), before you touch a single advanced tool or open a budget. You learn why a campaign works before you are trusted to run one, and we give that base genuine room instead of rushing it. On that base comes the hands-on SEO build, the highest-leverage skill in marketing right now, on a real WordPress website you build and publish in Week 4, so that SEO runs across Weeks 3–5 for a full 30 hours, then a full Meta week plus a full Google week of paid ads so you absorb one platform before layering the next, with conversion optimisation and lead automation wired in where they belong. The course is 8 weeks and 80 hours, and you leave with one live, measurable multi-channel campaign and a portfolio site you built yourself, not a folder of disconnected exercises.

AI is part of every week, the way real marketing teams use it: ChatGPT, Claude and Perplexity for research and writing, Canva AI, Midjourney and Adobe Firefly for visuals, and HeyGen and ElevenLabs for video and voiceover. These tools speed you up, but they still need a human who knows what good looks like, and building that judgment is exactly what this course does.

Who Is This Course For

- **Absolute beginners** with basic smartphone + social media literacy who want a marketing career
- **Job seekers** moving into SEO, paid ads, content or growth roles
- **Freelancers** who want to sell SEO, ads and AI content services to small businesses
- **Business owners** running their own website and campaigns who want to stop guessing
- **Marketing professionals** upgrading into AI-powered, measurement-driven workflows
- **Bloggers and creators** who want a real growth engine, not guesswork

Course Snapshot

PARAMETER	DETAILS
Course Code	TR-07
Duration	8 Weeks (2 Months)
Schedule	Monday to Friday, 2 Hours/Day
Total Hours	80 Hours
Batch Size	Maximum 10 Students
Course Fee	NPR 27,000
Level	Absolute Beginner → Junior Digital Marketer / SEO Specialist
Outcome	Junior Digital Marketer / SEO Specialist / Performance Marketer / Growth Associate

Prerequisites

- A laptop with 4GB RAM minimum, 8GB better, with Chrome and stable internet
- A personal Gmail account for the ad accounts
- A debit or credit card to verify the free Meta and Google Ads accounts, no spending until the paid weeks (Weeks 6 and 7)
- No marketing background required, we start at the strategy basics
- Come with a niche or small business idea in mind for your course project, you lock it in Week 3
- Saarathi Gate Assessment before Day 1, diagnostic, no pass or fail

Nothing to set up beforehand. The ChatGPT, Claude and Perplexity accounts, the domain and the hosting are all done with you in class.

Optional, only if you want a head start: Google Skillshop Google Analytics Certification (free GA4 credential, 4 to 6 hrs) or Ahrefs Academy Beginner's Guide to SEO (2 hrs).

Assessments at a glance

Two exams bracket the course. The **Saarathi Gate Assessment** runs before Day 1 as a diagnostic with no pass or fail; it maps your learning style and pace. The **Saarathi Certification Exam** is sat at the end of the course, 2 hours and around 30 questions specific to this course in mixed formats (single choice, multi-select, true/false, numeric, ordering, matching, fill-in-the-blank, short or long answer, and short case studies on attribution, SEO strategy, reading a paid campaign and AI content workflows). Pass mark is 60 percent and a pass is mandatory for the Saarathi Certificate of Completion. Recommendation letters are discretionary, mentor-issued only to learners who pass the Certification Exam, and never guaranteed.

Your Learning Week

DAY	ACTIVITY
Mon–Fri	2-hour live class session (hands-on, project-driven) with mentor
Mon–Fri	2-hour self-study at home (campaign builds, content drafts, SEO audits)
Sunday	Open classroom for focused build time or rest
Day 5 (every week)	Within the 2-hour session, the last 1 hour is revision + campaign clinic for consolidation and doubt-clearing

Real improvement happens when you build, break, fix and re-ship between classes. The classroom gives structure; the hours between classes give depth.

Week-by-Week Curriculum

Phase 1 • Digital Marketing Foundations (Weeks 1–3, 30 Hours)

The first third of the course is real foundations: you learn why marketing works before you run anything. No advanced tooling yet, just the mental models, your customer, how to read the numbers, and then SEO and measurement fundamentals as an applied base, so the build in Week 4 is fast and deliberate instead of overwhelming.

WEEK	FOCUS AREA	TOPICS
Week 1	The Marketing Landscape, Funnel & Your Customer	– What digital marketing is and how the channels fit together: SEO (getting found on Google), content, social, paid ads, email and WhatsApp , and owned vs earned vs paid media

WEEK	FOCUS AREA	TOPICS
		- The marketing funnel and the customer journey (awareness → interest → consideration → purchase → loyalty), and matching the message to the stage - Knowing your audience: an ideal customer profile written from a real Nepal-business interview (their jobs, pains and objections) - Positioning, value proposition and messaging: a sharp promise tested against three competitors and turned into a headline, proof and call to action - Good metrics vs vanity metrics: real progress (clicks, leads, sales) vs looks-nice (likes, followers) - Competitor research with free tools: Meta Ad Library (any brand's live ads), SimilarWeb (where visitors come from), Ahrefs / SEMrush / Ubersuggest (which searches a site ranks for) and Screaming Frog (how a competitor's site is actually built) - The free SEO browser extensions you will use all course: Detailed SEO Extension, Site Checker and Wappalyzer (what a site is built with) - The marketing toolkit and where AI fits as a research partner from day one (ChatGPT, Claude, Perplexity)
Week 2	How Search, Social & AI-Search Work + Analytics Literacy	- How search engines actually decide what to show: crawl → index → rank, what relevance and authority mean, and how Google's AI Overviews changed search - How social feeds and the ad auction work: why a feed shows one post over another, and why you win an auction rather than "buy clicks" - How AI-search engines (ChatGPT, Perplexity, Gemini, Google AI Overviews) decide what to cite: the first-200-words answer, query fan-out and source credibility, and why GEO (AI-search visibility) now matters - Analytics literacy: what a session, user, event and conversion are, and the metrics that change a decision (CTR, conversion rate, CPA, ROAS, ROI) - Attribution explained: why the cookie/privacy shift, first-party data and Consent Mode exist, the <i>why</i> behind the tracking you wire up later - Locking your project niche or brand, and setting up your AI-tool accounts ready for the Week-3 planning work

WEEK	FOCUS AREA	TOPICS
Week 3	SEO & Measurement Fundamentals + Project Setup	- From "how search works" to <i>your</i> site: Helpful Content signals, what makes a page crawlable and indexable, and why speed and structure are ranking groundwork, so you know what the Week-4 build must deliver and why - Keyword research and search intent literacy: what a keyword is and the four intents (informational, commercial, transactional, navigational), and a first keyword-and-intent map for your niche with free tools (Google Keyword Planner, Ahrefs Webmaster Tools, Bing Webmaster Tools, Search Console) - Your measurement plan: which events and conversions matter for your funnel, and what GA4, Google Tag Manager, Search Console, Microsoft Clarity and Consent Mode v2 will each track and why, ready to wire up live in Week 4 - A map of the owned channels you will build (the AI content stack, email, YouTube SEO, WhatsApp Business) and where each fits the funnel, plus one tool per job in the AI toolkit (Perplexity, Claude, ChatGPT) - Project and hosting setup: niche locked, domain registered (or a .com.np claimed) and Nepal-friendly hosting (Hostinger / Bluehost / SiteGround) chosen and readied, so Week 4 opens straight into the WordPress install

Phase 2 · SEO Mastery + WordPress + Owned Channels (Weeks 4–5, 20 Hours)

With the foundations in place, this is where the *why* becomes the *how*: the hands-on SEO build on top of the Week-3 fundamentals, on a live WordPress site, with your owned channels (the AI content stack, email and YouTube SEO) built alongside it, before you ever spend on ads. SEO spans Weeks 3–5 for a full 30 hours.

WEEK	FOCUS AREA	TOPICS
Week 4	WordPress Build, Technical SEO, Measurement & Keyword-Driven Content	- From your Week-3 hosting and measurement plan to a live site: WordPress installed on Hostinger / Bluehost / SiteGround, with Cloudflare in front for speed and security - Your site's look: a fast ready-made theme (Astra / Kadence / GeneratePress) vs a page builder (Elementor) - SEO plugin setup (Yoast or Rank Math): page titles, sitemaps (the page list you hand Google) and structured data (labels describing each page)

WEEK	FOCUS AREA	TOPICS
		- The supporting plugin stack: Google Site Kit (Search Console, GA4 and PageSpeed inside WordPress) and Redirection (moved pages keep their rankings) - Site speed: caching (WP Rocket / LiteSpeed), image compression (ShortPixel) and Google's Core Web Vitals (Google's speed scores) - Indexing control: robots.txt, sitemaps and canonical tags (which page version counts); Schema for rich results (stars, FAQs) - Measurement wired live: Google Analytics 4 (data-driven attribution, now the default), Google Tag Manager, Search Console, Microsoft Clarity (session recordings and heatmaps) and Consent Mode v2 basics (privacy-safe tracking) - Launch crawl with Screaming Frog for show-stoppers only; HTTPS and redirects without losing rankings; ChatGPT / Perplexity for SEO debugging - Turning your Week-3 keyword-and-intent map into a pillar + cluster plan with on-page SEO (titles, headings, internal links, image text, clean URLs) - Your first ranking-intent articles with the 2026 AI content stack, one tool per job: Perplexity (research), Claude (long-form), ChatGPT (hooks), Gemini (Google tasks), with reusable briefs and the 30% manual rewrite, two articles published
Week 5	EEAT Content, Owned Channels, Off-Page, Local SEO & AI-Search Visibility (GEO)	- Trust signals Google rewards: a real author, sources, original data, first-hand experience (EEAT), with Surfer SEO / Frase comparing your draft against the top-ranking pages, plus internal-link silo and AI images (Canva AI, Midjourney, Adobe Firefly) - Owned channel - Email: Mailchimp / Brevo / MailerLite, deliverability (SPF / DKIM / DMARC to stay out of spam), and a welcome + 3-email sequence - Owned channel - YouTube SEO + WhatsApp Business: TubeBuddy / vidIQ research, titles, thumbnails, chapters and Shorts; WhatsApp via Meta's API or Nepali providers (Wati / AiSensy / Interakt) - How links and brand mentions build trust, and how to earn them honestly with outreach campaigns (prospecting, pitching, follow-up, tracking) - Journalist placements (quoted with a backlink) via

WEEK	FOCUS AREA	TOPICS
		Qwoted, Featured.com and the relaunched HARO, plus broken-link and unlinked-mention reclamation - Google Business Profile end to end: categories, services, photos, reviews, posts, Q&A; consistent listings (NAP) across Nepali and global directories; local service-area pages; reviews strategy and 48-hour responses - AI-search visibility (GEO, Generative Engine Optimisation): the first-200-words answer and query fan-out so you get cited in ChatGPT, Perplexity, Google's AI Overviews and Bing Copilot - A monthly SEO dashboard (one client-readable page) in Looker Studio, pulling Search Console + GA4 + Ahrefs, refreshed weekly

Phase 3 · Paid Ads with AI: Meta then Google + CRO & Automation (Weeks 6–7, 20 Hours)

Paid is the highest-stakes part of the course: you spend real money, and Meta and Google are two different machines. So we split it: Week 6 makes you fluent on Meta (and makes the landing page convert), Week 7 carries the same operator discipline onto Google, reconciles attribution across both, and automates the lead handoff.

WEEK	FOCUS AREA	TOPICS
Week 6	Paid Ads I: Meta (Facebook + Instagram) with AI Creative + CRO	- The one operator model you reuse on Google: campaign → ad set → ad, one objective per campaign, clean naming - Meta automation (Advantage+ Sales and Advantage+ Audience) vs manual ad sets, and when each wins, including what Advantage+ creative enhancements (video-from-static, applied at delivery) do to your ad - Goals and audiences: core (age and interest), lookalike (similar to your customers), custom (already know you) and retargeting (visited, didn't buy), with a reason for each - Conversion tracking: the Meta Pixel (reports on-site actions) and the Conversions API (CAPI, server-side), accurate after Apple's privacy changes - Creative testing: 3 hooks (opening lines) × 2 visuals, and how to call a winner - Placement-specific creative: Feed, Reels and Stories

WEEK	FOCUS AREA	TOPICS
		(vertical, hook in 3 seconds) - AI-made ad creative: Canva AI, Adobe Firefly, Midjourney, HeyGen presenters, ElevenLabs voiceovers, CapCut - Meta budgets, frequency caps (ad-repeat limits) and the Advantage+ vs manual go/no-go (a written call) - CRO so the page converts: a landing-page A/B test (two versions, one winner) with a run-time rule, and heatmaps (Microsoft Clarity, Hotjar) tied to live Meta traffic
Week 7	Paid Ads II: Google (Search, Performance Max, AI Max), Attribution & Automation	- The operator model carried onto Google: campaign → ad group → ad - Campaign type by intent: Search (results-page ads) vs Performance Max (automation across everything) vs Demand Gen (visual ads, formerly Discovery) vs YouTube - Search ads: keywords, match types (how close a search must be), tight ad groups, negative lists (searches you won't pay for), Quality Score (Google's 1-10 ad rating) and AI-assisted copy - Performance Max: asset groups (images, videos and copy Google mixes), audience signals (targeting hints), search themes and brand-exclusion lists (no spend on your brand name) - AI Max for Search (out of beta in 2026, with the AI Brief tool and Dynamic Search Ads upgrading into it): matching your ads to many more searches while controlling brand drift - First-party data (your customer lists) in Google's bidding: Enhanced Conversions and Customer Match - Smart Bidding: Target ROAS (return on ad spend), Target CPA (cost per result) or Maximise Conversions, picked by conversion volume - Attribution (which ad gets credit for a sale): last-click vs data-driven (now the default) models compared on the same conversions - Cross-platform retargeting, budget splits and a Meta-vs-Google go/no-go - Lead automation: build ONE flow in Zapier or Make.com routing ad leads into HubSpot's free CRM with a Slack alert, with n8n at awareness

Phase 4 · Multi-Channel Capstone & Career (Week 8, 10 Hours)

WEEK	FOCUS AREA	TOPICS
Week 8	Multi-Channel Capstone Launch, Organic Social & Career	- A live capstone campaign: an SEO article + one paid channel (Meta or Google) + one live organic-social channel (the ONE platform your audience uses, fed by repurposed AI content and a brand-voice guide) - Full reporting: reach, click rate, cost per result, return on ad spend, search clicks, rankings and email replies - Cross-channel attribution: Analytics, Meta, Google Ads and Search Console telling one consistent story - Next experiments prioritised by Impact / Confidence / Ease score - A one-page analysis memo (scale / cut / test) - CV rewrite, Nepal and remote versions, with real capstone numbers - LinkedIn tuning (headline, About, Featured, Open-to-Work) - Portfolio published on your Week-4 WordPress site - A 45-minute mock marketing interview - A 5-minute demo-day pitch to trainers and industry guests - Freelance pricing in NPR and USD, and Saarathi hiring-network referrals

Skills You Will Gain

CATEGORY	TOOLS & SKILLS
Analytics & Reporting	Google Analytics 4, Google Tag Manager, Looker Studio, Search Console
SEO	WordPress, Yoast / Rank Math, Google Site Kit, Redirection, Screaming Frog, Ahrefs, SEMrush, Ubersuggest, Surfer SEO, Frase, Bing Webmaster Tools, structured data, page speed, Google Business Profile, AI search (GEO)
Paid Ads	Meta Ads (Advantage+, Pixel + conversion tracking), Google Ads (Performance Max, AI Max, Demand Gen, Enhanced Conversions, Customer Match, smart bidding)
Conversion (CRO)	A/B testing, Microsoft Clarity, Hotjar, landing-page optimisation

CATEGORY	TOOLS & SKILLS
AI Content	ChatGPT, Claude, Gemini, Perplexity, Surfer SEO, Frase, Canva AI, Adobe Firefly, Midjourney, HeyGen, ElevenLabs, Notion AI
Social	Instagram, LinkedIn, TikTok, YouTube SEO + Shorts
Email	Mailchimp / Brevo / MailerLite, deliverability (staying out of spam)
Automation	Zapier, Make.com, n8n, WhatsApp Business
CRM	HubSpot free CRM
Platform	WordPress, Cloudflare, Google Sheets, Notion

Topic Depth and Awareness

Depth means repeated practice until you can apply the concept confidently. **Impactful** means it runs through every week as a force multiplier rather than a module of its own, so you use it constantly without a dedicated deep-dive. **Awareness** means you are introduced clearly enough to read and compare it later.

FOCUS AREA	LEARNING FOCUS
WordPress + technical SEO (site speed, structured data, audits)	Depth
On-page SEO + content with EEAT trust signals	Depth
Off-page SEO (link building, digital PR)	Depth
Local SEO + Google Business Profile	Depth
AI search visibility (GEO)	Depth
Analytics + Tag Manager + Search Console + Looker Studio	Depth
Privacy + Consent Mode v2 + first-party data	Depth
Meta Ads (Advantage+, Pixel + conversion tracking)	Depth
Google Ads (Performance Max + AI Max + smart bidding)	Depth

FOCUS AREA	LEARNING FOCUS
AI content stack (Perplexity, Claude, ChatGPT, Surfer, Midjourney, HeyGen, ElevenLabs)	Impactful
YouTube SEO + Shorts	Depth
LinkedIn organic	Depth
TikTok organic	Depth
Conversion optimisation (A/B testing, heatmaps)	Depth
Email marketing + deliverability	Depth
WhatsApp Business	Depth
Marketing automation (Zapier + Make.com + n8n)	Impactful
LinkedIn Ads	Awareness
Threads	Awareness
Advanced attribution (media-mix modelling, incrementality)	Awareness
Affiliate and influencer marketing	Awareness

Project Pool

Each student scopes **one** capstone with their mentor, locking the brief in the Week 7 clinic and shipping by Week 8. The pool rotates per batch:

#	PROJECT	FOCUS
1	SEO-driven WordPress content site	Technical SEO, topic authority, AI content, AI-search visibility
2	Local SEO + paid funnel for a Nepali small business	Google Business Profile, citations, Meta + Google Ads, landing pages, CRO
3	E-commerce launch (paid + organic + SEO)	Product SEO, Meta Advantage+, Google Performance Max, email

#	PROJECT	FOCUS
4	Personal brand / creator case study	YouTube SEO, TikTok, LinkedIn, email, community
5	Nonprofit growth campaign	Brand, storytelling, organic social, LinkedIn, donor email

Career Paths & Trajectory

ROLE	TIMELINE	FOCUS
Junior Digital Marketing Executive / SEO Specialist	0–2 yrs	Run campaigns, ship SEO, create content, report
Digital Marketing Specialist / Senior SEO / Growth Associate	2–4 yrs	Own channels, optimise funnels, lead SEO programmes
Marketing Manager	4–7 yrs	Strategy, team, budget
Head of Growth / CMO	7+ yrs	Revenue ownership, strategy

FAQ

What does the Digital Marketing course cost and how do I pay?

NPR 27,000 for the full 8-week, 80-hour program. Pay by cash at our Old Baneshwor campus, bank transfer, or Fonepay. Email info@saarathiacademy.com.np for the payment plan.

Do I need prior experience?

No. We start at zero. The Saarathi Gate Assessment runs before Day 1 to map your starting point. It's diagnostic, not pass-or-fail. The prerequisites above warm you up so the first week doesn't feel overwhelming.

How long is the course?

8 weeks, 80 hours of live class plus expected self-study. Mon–Fri, 2 hours/day. The first three weeks are foundations (a real third of the course); a capstone runs through the final phases, with a 1:1 mock interview in the last week.

What tools will I use?

The real tools working teams use: WordPress, Yoast or Rank Math, Google Site Kit, Redirection, Cloudflare, Screaming Frog, Ahrefs, SEMrush, Ubersuggest, Surfer SEO or Frase, Google Analytics 4, Google Tag Manager, Search Console, Bing Webmaster Tools, Looker Studio, Meta Ads (Advantage+, Pixel + Conversions API), Google Ads (Performance Max, AI Max for Search), Microsoft Clarity, plus the AI stack (ChatGPT, Claude, Gemini, Perplexity, Canva AI, Adobe Firefly, Midjourney, HeyGen and ElevenLabs) and email (Mailchimp / Brevo / MailerLite), WhatsApp Business, Zapier, Make.com, n8n and HubSpot. Every module ships something real you can show employers.

Why 30 hours on SEO?

Because SEO is the highest-leverage skill in digital marketing right now, and most short courses skip it with a single week. It compounds (one good article keeps earning traffic for years), it's the cheapest channel to scale once it works, and AI has changed how it's done. Very few marketers in Nepal can genuinely do technical, on-page, off-page, local and AI-search SEO; that gap is your career advantage.

Will I actually rank a site by the end?

The job-readiness check requires at least one keyword ranking on page 1 of Google by the end of the course, on the WordPress site you build in Week 4. That's realistic for low-competition, long-tail keywords (longer, very specific searches) with 8 weeks of disciplined work, not for "best laptop in Nepal", which takes years. We're honest about that on Day 1.

What roles can I target after the course?

Junior Digital Marketing Executive, SEO Specialist, Social Media Manager, Performance Marketer, Content Marketer, Marketing Analyst, Growth Associate and freelance marketing support. SEO is where you graduate job-ready; paid ads and analytics start at a supervised assistant level until you have managed real budgets. Pay scales with your skills, portfolio, and whether you work locally or for international/remote clients; we don't promise a salary, and we don't promise jobs. We build the portfolio that lets you compete for them.

How does the batch and mentorship work?

Maximum 10 students per batch. Hybrid by default: in-person at Old Baneshwor with online recordings and office hours. Sunday Open Classroom is free for enrolled students. Every student gets direct mentor time on capstone scope, creative critique, SEO recommendations and attribution decisions.

Enrollment

- **Next Batch:** see the live course page

- **Location:** Old Baneshwor Chowk, Kathmandu, Nepal
- **Mode:** Online + Offline
- **Contact:** 9744442469, 9761095364
- Limited to 10 seats per batch

Digital Marketing with AI — full details, fees and next batch dates:
saarathiacademy.com.np/digital-marketing-course-in-nepal-with-ai

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