

A FREE GUIDE FOR JOB SEEKERS & SEO BEGINNERS

THE 360° DIGITAL MARKETER

How to Stand Out and Get Hired in 2026

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INTRODUCTION

The Job Market Has Changed

The digital marketing job market has changed — and most beginners haven't caught up yet.

A few years ago, you could land a marketing job by knowing basic SEO, submitting backlinks, or managing a Facebook page. Not anymore. Companies today aren't looking for someone who can do one task well. They're looking for 360-degree digital marketers — professionals who understand how SEO, paid ads, content, and conversions all work together to grow a business.

Think about it from a hiring manager's perspective. Why would they hire three specialists when they can hire one person who understands the entire funnel — from getting traffic, to converting it, to optimizing the results?

“If you build the right skill stack early, you won't just be another applicant — you'll be the candidate who already thinks like a marketing manager.”

This shift is intimidating for beginners, but it's also an opportunity. This guide breaks down exactly what skills you need, and more importantly, how to build real-world proof of those skills — even before you land your first job.

02 THE CORE FRAMEWORK The Core Skills Trinity

Every modern digital marketer needs to be confident in three core areas. You don't need to master all three — but you need working knowledge of each, because they don't work in isolation.

PILLAR 01

Full-Stack SEO

SEO today is far beyond backlinks and keyword stuffing. To be job-ready, you need:

- Technical SEO — site speed, crawlability, indexing, structured data
- On-Page SEO — search intent, content structure, internal linking, metadata
- AEO & GEO (AI Search Optimization) — getting your content cited and recommended by AI tools like ChatGPT, Gemini, and Google AI Overviews

PILLAR 02

Performance Marketing

Organic growth takes time — businesses also need predictable, paid growth:

- Meta Ads — audience targeting, creative testing, retargeting funnels
- Google Ads — search, display, and shopping campaigns
- Scaling principles — reading CPC, CTR, ROAS, and knowing when to scale

PILLAR 03

Content Strategy & Landing Page Design

Traffic means nothing without conversion:

- Writing content that matches search intent and moves people to act
- Designing landing pages that guide visitors toward a clear action
- Building simple funnels that turn visitors into leads or customers

03 HOW TO START Practical Action Plan

Knowledge is not enough. Employers want proof. And the single best way to prove all three skills above is by building your own personal portfolio website.

1 **Build Your Portfolio with WordPress**

WordPress powers a massive share of corporate websites and blogs, which makes it the industry standard. Learning it now means you walk into interviews already speaking the same language as the company's existing tech stack.

2 **Use Elementor to Design Without Code**

You don't need to be a developer. Free page builders like Elementor let you design clean, high-converting landing pages, showcase your content writing in a real blog format, and document your SEO experiments visually.

3 **Rank Your Own Website — Your Ultimate Case Study**

This is the part most beginners skip: actually applying SEO to your own site and getting it to rank on Google. Anyone can say they know SEO. Very few candidates can say, "Here's my website, here's the keyword I targeted, and here's the screenshot of it ranking on page one." That's not a resume bullet point — that's evidence.

"Your own ranked website isn't a side project — it's your live, working case study."

04 GETTING REAL EXPERIENCE Hands-On Paid Ads — Without a Big Budget

Every beginner asks: “How do I get ads experience if no one will give me a real budget?” Here’s the truth — most companies won’t hand a fresher full control over ad spend immediately, and that’s fair. But you don’t need a company’s money to start learning.

1 **Apply for Remote Performance Marketing Internships**

Platforms like LinkedIn and Internshala regularly list remote internships where you’ll get guided, real exposure to live ad accounts under supervision.

2 **Offer Free Micro-Budget Campaigns to Local Businesses**

Approach a local café, gym, salon, or small startup and offer to run a small ₹500–₹1000 ad campaign for them — free of charge. In exchange, you get a real case study with real data: real impressions, real clicks, real results.

3 **Practice in Sandbox Mode First**

Before going live with anyone’s money, use free official tools to build your foundation: Google Skillshop for Google Ads certifications and mock campaign structuring, and Meta Blueprint for Meta Ads certifications and frameworks.

PRO TIP By the time you apply for your first real role, you’ll already have certifications, a case study, and hands-on dashboard familiarity — putting you miles ahead of candidates with theory alone.

05

FINAL THOUGHTS Conclusion

The digital marketing industry doesn't reward people who know the most — it rewards people who can prove what they know.

You don't need a fancy degree or a big company logo on your resume to get noticed. You need a portfolio that ranks, a case study that converts, and the confidence to say, “I built this myself.”

Start small. Build your website this month. Write your first SEO case study next month. Run your first free ad campaign for a local business after that. Six months from now, you won't be applying for jobs — you'll be showing up with proof that makes the decision easy for employers.

“I built my own career the same way — one project, one case study, one skill at a time. You can too.”

— Shamnas Arakkal
Digital Marketer

LET'S CONNECT

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Explore my portfolio, case studies, and free resources at:

www.shamnasarakkal.com

This guide is a free resource created by Shamnas Arakkal. Feel free to share it with anyone starting their digital marketing journey.