

# KSI Data Research

## Lead Generation and Web Scraping

### Course Outline

#### Week # 01

1. Module 1: Orientation & Introduction to Google Sheet
2. Module : Advanced Google Sheet(VLOOKUP)

#### Week # 02

3. Module 3: Email Marketing Concepts
4. Module 4: Prospect List Building using Google & LinkedIn

#### Week # 03

5. Module 5: Email Validation Tools & Intro to Directory Site
6. Module 6: Email Campaign using Yet Another MailMarge

#### Week # 04

7. Module 7: UpWork Live Project
8. Module 8: Intro to XPath

#### Week # 05

9. Module 9: Web Scraping Tools
10. Module 10: LinkedIn Sales Navigator, XPath & PhantomBuster

#### Week # 06

11. Module 11: Creating UpWork Profile
12. Module 12: Reading Job Description & Prepare Cover Letter on UpWork

#### Week # 07

13. Module 13: Web Scraping using WebScraper.io
14. Module 14: Different Web Scraping Techniques

#### Week # 08

15. Module 15: Deep Dive into XPath
16. Module 16: UpWork Profile Review & Finding Job in Outside Market Place

#### Week # 09

17. Module 17: Email Verification Techniques
18. Module 18: Job Finding Techniques