

What You Will Learn:

1. Introduction to search engine optimisation (SEO).
2. How to research and select appropriate keywords to target.
3. How to successfully integrate search keywords within your website copy.
4. How to optimise each page of your website step-by-step.
5. How to create effective Page Title Tags.
6. How to create an effective and optimised META Description Tag.
7. How to create an effective and optimised META Keywords Tag.
8. Overview of various important search engines and directories.
9. How to submit your site to important search directories.
10. How to submit your site to crawler-based search engines.
11. An overview of what search engines consider to be "spam".
12. Web design elements to avoid ensuring your site is search engine compatible.
13. How to monitor your search rankings and site traffic.
14. How to rank for certain keywords

Seo Course Structure/ Syllabus

Basics Course

- Internet and Search Engine Basics
- Internet Marketing
- Importance of Internet Marketing
- Types of Internet Marketing Methods
- Importance of Search Engines
- How does the search engine work?
- Understanding the SERP
- Search Engine Algorithms
- Google Algorithm Updates
- Different updates of Google and its Importance
- Latest Updates about SEO Algorithms
- Google WebMasters Tools
- Google AdWords
- Google analytics
- Hosting and domain selection
- EMD effects

Keywords Research and Analysis

- Introduction to Keyword Research
- Business Analysis
- Types of Keywords
- Keyword Research Methodology
- Keywords Analysis Tools
- Competition Analysis
- Preparing a Keyword List for Project
- Localized Keywords Research

Advance Course

On-Page Optimization (Onsite)

- Basics of Website Designing / Development
- Essentials of good website designing
- HTML Basics for SEO
- Usability and User Experience in Website
- Onsite Optimization Basics
- Importance of Domain Names and Value
- Domain Selection
- Website Structure and Navigation Menu Optimization
- Title Tag Optimization
- Keywords
- Keyword Density Analysis
- Keywords Research in Various Search Engines
- Meta Tags & Meta Tags Optimization
- Headers Optimization
- SEO Content Writing
- Optimizing SEO content
- Page Speed Optimization and Tools
- Anchor Links Optimization
- Internal Link Strategy
- Silo effects on SEO
- Header and footer
- Header optimisation with
- Footer Optimization
- Creating an HTML and XML sitemaps
- Canonical Implementation
- Google SEO Guidelines
- Google Sandbox effect
- Hosting Selection and CDN
- Creating Robots file
- Image tag optimisation
- Anchor Text
- Competitor Analysis
- Finding Right Appropriate Keywords.

Off Page Optimization

- Submission to search engines
- Introduction to Offsite Optimization
- Local marketing of websites depending on locations
- Promoting Subsequent pages of the website
- Black Hat / White Hat SEO
- Submission to Relevant Directories
- Linking Building Methodology
- Types of Linking Methods
- Directory Submission
- Blog Submission
- Free Classifieds Forums
- Forum Signatures and Commenting
- Video optimisation
- Social Bookmarking
- Local Business Listing (Local SEO)
- Classifieds Posting
- Using Blogs for SEO
- Blog Commenting
- Article Submissions
- Video Submissions
- SMO Advance
- Social Media Optimization Techniques (Basics)
- RSS Feeds Submissions
- Tracking the Links and Page Rank

Google AdSense and related

Round Up

- Different methods of ranking
- Effects of all Ranking factors and understanding them
- Some unique Tips and tricks
- Synchronisation of Ranking Factor