

SEO (Search Engine Optimization)

Basics Course

- Internet and Search Engine Basics
- Internet Marketing
- Importance of Internet Marketing
- Types of Internet Marketing Methods
- Importance of Search Engines
- SEO is an Art or Science
- How the search engine works?
- Understanding the SERP
- Using Search Operators
- Google Search Engine Architecture
- Search Engine Algorithms
- Google Algorithm Updates
- Page Rank Technology
- Panda Update and its Importance
- Latest Updates about SEO Algorithms
- Google Web Masters Tools

Basic Keywords Research

- 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
- Coding Best Practices

- Filename 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 Tool
- Anchor Links Optimization
- Internal Link Strategy
- Iframes / Frames effects on SEO
- Header and footer
- Header optimization with tag line or catch line
- Footer Optimization
- Creating an HTML and XML sitemaps
- URL Rewriting Techniques (301, 302)
- Canonical / 404 Implementation
- HTML Validation using W3C
- Google SEO Guidelines
- Search Engines V/S directory
- Major search engines and directories
- Google Page Rank
- Google Sandbox effect
- Website Architecture
- Hosting Selection
- How the Search Engine works
- Heat map of Home page
- Description
- Creating Robots file
- Creating sitemaps
- Image tag optimization
- Image Importance
- Anchor Text
- URL renaming/re-writing
- Google webmaster tools
- Yahoo Feed Submission

Keywords Research and Analysis

- SWOT Analysis of Website
- Target segmentation
- Keyword Research

- 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 / Grey Hat SEO
- Submission to Relevant Directories
- Linking Building Methodology
- Types of Linking Methods
- Free Links / Paid Links
- Directory Submission
- Blog Submission
- Free Classifieds
- Forums
- Forum Signatures and Commenting
- Press Releases
- Video optimization
- Link Building
- How to promote home page
- Directory Submissions for SEO
- Social Bookmarking
- Local Business Listing (Local SEO)
- Classifieds Posting
- Using Blogs for SEO
- Blog Commenting
- Press Release Submission
- Article Submissions
- Video Submissions
- Social Media Optimization Techniques (Basics)
- RSS Feeds Submissions
- Tracking the Links and Page Rank

Dynamic Website SEO

- Difference between Dynamic and Static Sites
- SEO for Word press (SEO Widgets)
- SEO for Joomla (Joomla SEO Plug-in)
- SEO for BlogSpot
- How to optimize the Flash Websites

Google Adsense

- Google Ad sense Training
- Affiliate Marketing Training
- Google Analytics Training
- Social Media Optimization (SMO) Training
- My space Training
- Creating Buzz Training
- Face book Training
- Twitter Training
- Linked in Training
- Developing Marketing Strategies for SMO Training
- URL Shortening Tools
- Using Tools and Applications for SMO
- Social Bookmarking Training
- Viral Marketing For You tube

Reports and Management

- Website Position Analysis in various search engines
- Introduction to Google Analytics in details
- Installing Google Analytics
- Basics of Google Analytics
- Visitors Reports
- Geographic Reports
- Traffic Sources Reports
- Keywords Reports
- Your Goals and Conversions
- engine friendliness of your web site in GOOGLE, Yahoo and Bing.