

SEO Training Course Content

Introduction to SEO

- Understanding the website
- Business Analysis
- What is Search Engine Optimization?
- History of Search Engines
- Importance of SEO in Digital Marketing
- How SEO can help in leveraging Business
- SERP Layout
- Different Types of Search Engines
- How Search Engines Work?
- Operators Used in SEO
- Algorithms and updates of Google

Research and Analysis of Keywords

- What is a keyword?
- Types of keywords?
- Keyword Research Techniques
- Fitting keywords to the Project
- Keyword Research tools

On Page Optimization

- What is on Page Optimization
- Types of websites
- Web layout Structure
- File Name Optimization
- Title Optimization
- "Meta Description, Meta Robots"
- Canonical URL
- Heading Optimization
- Bread Crumbs
- Content Optimization
- Anchoring

- Image optimization
- Embedding video
- Footer Optimization
- Dynamic Site Optimization
- Wordpress SEO
- Non WWW to www
- URL Redirects
- Robots.txt
- Sitemap Submission

Google Webmasters Tools

- How to submit a website to Google

Settings

- Geographic setting
- Sitemaps
- Content Keywords
- Sitemaps
- Google fetch
- Search Analytics
- Unlinks to the site

Offpage Optimization

- Various Off Page Optimization
- Difference between On page and Off Page Optimization
- Importance of Backlinks and Citations in SEO Link Building Techniques
- Directory Submission
- Cross site posting
- Social Bookmarking
- Social media Optimization

Social Media Marketing

- E-Marketing
- Search Engine Marketing
- Image Submission

- Video Submission
- Document submission
- Pross Roloaso
- Setting Up b og

SEO Reporting

- Diagnosis of SEO
- SEO Report Card creation
- Recovery of website in Search Engine

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