

SEO COURSE CONTENTS

Possible Softtech Training has fully interactive one-to-one seo training sessions. Our seo course training is Flexible to meet the demands of fresher's and working professionals, seo Course training can be started any time from the date of enrolment. Students having Prior Knowledge of internet, surfing, Chatting and social marketing will be an added advantage. All seo course Students should have passion and interest in learning online marketing, consumer Behavior, online business and its concepts. Having a good written English skills and basics of MS-word, MS-Excel, and MS-PowerPoint is a big plus.

Main topics covered :

- **Digital Marketing**
- **Search Engine Optimization (SEO)**
- **Search Engine Marketing(SEM)**
- **Pay per Click (PPC)/Google Adwords**
- **Social Media Marketing (SMM)**
- **Social Media Optimization (SMO)**
- **Online Reputation Management (ORM)**
- **Email Marketing**
- **Affiliate Marketing**
- **Google Adsence**
- **Google Maps/Places**

We offers a number of Advance & Corporate SEO training programmes & courses to help you take advantage of and develop your own in-house or personal knowledge base in search engine optimizations, either to further the benefit of your own organization, or as part of your personal development and career strategy in web design, development or online marketing. Our search engine training programmes & courses are designed to bring you up to speed on how search engines are operating, which ones matter, and most importantly how to optimize your website for them.

HOW WILL YOU BENEFIT FROM THIS TRAINING COURSE?

Following this training course, you will be able to:

Optimise your website search engine ranking and performance

- ✔ Use online tools to carry out keyphrase analysis
- ✔ Perform competitor benchmarking using tools and advanced search
- ✔ commands Implement practices relating to search engine inclusion
- ✔ and exclusion Implement best practice SEO web design, copywriting
- ✔ and site architecture Create a comprehensive brief or checklist for
- ✔ your SEO or web design agency Select the best approaches to running your SEO campaigns
- ✔ Carry out effective link building and optimize your Google search rank
- ✔ Choose between outsourcing your SEO versus keeping it in-house
- ✔ Optimize your landing pages conversion rates

What we teach:

From the basics such as good page structure, keyword choices and meta data, right up to more advanced techniques such as designing search engine friendly architecture, content management issues, and some of the tips & tricks we've picked up and developed along the way. We also delve into the hotly contested debate over search engine spam, what it is, why not do it, and how to optimize effectively without getting yourself banned.

Why to choose us:

The SEO course offered by SEO Guru provides its students complete and thorough knowledge of Search Engine Optimization, which is essential for the success of online business. Knowledge and understanding of the workings of search engines and the SEO skills that the course develops ensures clear understanding of search engine optimization.

OUR SEO AND INTERNET MARKETING TOPICS WE COVER:

- Introduction into Internet Marketing
- What You Should Know before Getting Started
- Get Acquainted with Search Engine Optimization Tools

PART -- I Search Engine Optimization History

- What is a Search engine
- Why Search engine
- What are the popular search engines
- Types of Search engines
- What is a crawler
- What is meant by indexing
- Functions of a web crawler

PART – II Web Design And SEO Role

- How to incorporate SEO into the website planning stage.
- How to incorporate SEO into the website design

PART – III Targeting Right Keywords

- What is keyword research
- How to perform keyword research
- Tools for keyword research
- Keyword density, Keyword prominence, Keyword density

PART – IV Meta Tags

- Title Tag
- Header Tag
- Alt Tag
- Robots Meta Tag and It's importance
- Guidelines to write all the meta tags

PART – V SEO Myth's and Black Hat Techniques

- Keyword Stuffing
- Stop words
- Domain Names And Their Role in SEO
- Word Stemming
- What are the Black Hat SEO techniques And how to avoid them
- Cloaking
- Door Way Pages
- Splash Pages
- Sandboxing

PART – VI Basic SEO Techniques

- Robots.txt File and It's Usage
- Sitemaps
- Internal Linking
- How to Add sub domains to a website
- Basics of link building And How to get back links
- Reciprocal linking
- Submitting to directories and Search Engines
- Monitoring Search Engine Rankings

PART – VII Working with Google

- What is Google Page Rank
- What is Google Toolbar
- What is Google Ever flux
- What is Google Dancing
- How to Optimize a website for Google Search Engine
- Quick tips for improving Google Rankings

PART – VIII Working With Yahoo And Other Major Search Engines

- Yahoo search free and paid submissions
- Yahoo site match content guidelines
- Details about yahoo and ODP directories
- Ask submission process

Web Analytics

Introduction to Web Analytics

Part 1: Traffic Data Sources

- Different Web Traffic Data Sources
- Web Analytics Pyramid Model
- Using the HitLens Configuration Wizard

Part 2: Traffic Sources

- Referring Sites and Partners
- Advertising Campaigns and Organic Search Engine Results
- Keywords as a Data Source

Student Benefits:

- 1) *Work on live projects and get hands on experience*
- 2) *Course Materials Provided*
- 3) *Weekdays & Weekend classes Available*
- 4) *Flexible and convenient Payment Options*

It would be great if you can provide an opportunity to best take care of your career growth in evergreen Internet Marketing (SEO/SEM) Platform.

To Take Advantage of SEO Courses and PPC Training contact us:

- **Mobile:** [+91 - 8951435130](tel:+91-8951435130)
- **Email id:** sangram@possiblesofttech.com, info@possiblesofttech.com
- **Website:** www.possiblesofttech.com/

I'll also be happy to answer any other questions you might have.

Looking forward for your response

Thanks and Regards,

Sangram Keshari