

SEO course Fee 5000 Rs Only

SEO Training + Google AdSense Account + Free Website 7500 Only

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SEO TOTAL COURSE CONTENT:

SEO Introduction:

- HTML basics
 - CSS basics
 - Meta Tags usage
 - Using Javascript to our Advantage
 - Graphics Optimization
 - Contextual interlinking
 - Micro formats & schemas
 - Clear Idea about Web Technologies
 - Client server technology.
 - Internet Fundamentals
 - Search Engines
 - Internet Marketing
- Brief on Search Marketing
 - What is SEO
 - Importance of SEO
 - SEO Process
 - Black hat techniques
 - Search Engines and Directories
 - How Search Engine works

SEO Research & Analysis:

- Market Research
- Keyword Research and Analysis
- Keyword opportunity
- How to Choose Best Keywords
- Tools available for Keyword Research

Website Design SEO Guidelines:

- Content Research
- Content Guidelines
- Content Optimization
- Design & Layout
- HTML Coding Optimization & Standards
- XML Sitemap / URL List Sitemap

On-page Optimization:

- The Page Title
- Body Text & Keyword Density

- Headings
- Bold Text
- Domain Names & Suggestions
- Meta Tags
- Images and Alt Text
- Link Titles
- Internal Link Building
- The Sitemap
- Invisible Text
- Server and Hosting Check
- Robots Meta Tag
- Duplicate content

Off-page Optimization:

- Page Rank
- Articles
- Links Exchange
- Reciprocal Linking
- Posting to Forums
- Directory Submission
- Blog Submission
- Submission to Search Engine
- RSS Feeds Submissions
- Press Release Submissions
- Directory Submission Checklist
- Forum Link Building
- Competitor Link Analysis

Google Analytics:

- Google Analytics
- Installing Google Analytics
- How to Study Google Analytics
- Interpreting Bars & Figures
- How Google Analytics can Help SEO
- Advanced Reporting
- Webmaster Central & Yahoo! Site Explorer
- Open Site Explorer
- Website Analysis using various SEO Tools available

Social Media Marketing:

- Social Networking

- Social Bookmarking
- Press Releases
- Articles / Directories
- Blogging / Classifieds
- Forums / RSS Feeds
- Facebook pages create
- Facebook groups create

SEO Tools:

- Keyword Density Analyzer Tools
- Google Tools
- Yahoo Tools
- Bing Tools
- Search Engines Tools

WORDPRESS WEBSITE

- How to install wordpress website
- How create menus
- How post the content
- How to add themes
- How to create blog

Google webmaster tools

- Google webmaster tools –configuration
- Configuration – settings
- Configuration – site links
- Configuration – URL parameters
- Configuration – change of address
- Health – crawl stats
- Health – fetch as google
- Health – index status
- Traffic – search queries
- Traffic – links to your site
- Traffic – internal links
- Optimization – sitemaps
- Optimization – content keywords

Affiliate Marketing

Domain Name Planning

With Live Project Rs 7500

Free Google AdSense Acc

Youtube AdSense Account

Website Design And Development

Fast Track & Normal Track

Course Duration 1 Month

WEEKEND BATCHES

ONLINE & OFFLINE CLASS

Duration 30 days 1:30 Min/Day