



ADVANCED DIPLOMA IN SEO



Course content for Advanced Diploma in SEO

Duration 20 Days (40 hr)

IMPORTANCE OF INTERNET MARKETING - 3 Day, 2 hours per day

- Working of a search engine
- Understanding the Search Engine Result Page
- Using Search Operators
- Google Search Engine Architecture
- Algorithms for Search Engine
- Google Algorithm Updates
- Page Rank Technology

ON PAGE OPTIMIZATION (ONSITE)- 4 days, 2 hours per day

- Basics of Website Designing / Development
- Usability and User Experience in Website
- Onsite Optimization Basics
- HTML Basics for SEO
- Importance of Domain Names
- Website Structure and Navigation Menu Optimization
- HTML Validation using W3C
- Coding Best Practices
- Filename Optimization
- Title Tag Optimization
- Meta Tags Optimization
- Headers Optimization
- SEO Content Writing
- Page Speed Optimization Tool

- Anchor Links Optimization
- Internal Link Strategy
- Iframes / Frames effects on SEO

KEYWORDS RESEARCH AND ANALYSIS- 2 days, 2 hours per day

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

IMAGE TAG OPTIMIZATION- 1 day, 2 hours per day

- Footer Optimization
- Creating an HTML and XML sitemaps
- URL Rewriting Techniques (301, 302)
- Robot.txt File
- Sitemap Creation
- Google SEO Guidelines

OFF PAGE OPTIMIZATION (OFFSITE)- 4 days, 2 hours per day

- Introduction to Offsite Optimization
- Submission to search engines
- Linking Building Methodology
- Types of Linking Methods
- Free Links / Paid Links
- Directory Submissions for SEO
- Social Bookmarking
- Local Business Listing (Local SEO)
- Classifieds Posting
- Forum Signatures and Commenting
- Using Blogs for SEO
- Blog Commenting
- Press Release Submission
- Article Submissions
- Video Submissions
- Social Media Optimization Techniques (Basics)
- Tracking the Links and Page Rank

REPORTS AND MANAGEMENT- 2 days, 2 hours per day

- Website Position Analysis
- Introduction to Google Analytics
- Installing Google Analytics

- Basics of Google Analytics
- Visitors Reports
- Geographic Reports
- Traffic Sources Reports
- Keywords Reports
- Goals and Conversions
- Live Project Exposure

GOOGLE WEBMASTER TOOLS- 3 days, 2 hours per day

- Adding a Site and Verification Process
- Configuration / Settings
- Geographic Settings
- URL Parameters
- Site Links / Health
- Crawl Errors / Crawl Stats
- Google Fetch
- Blocking the Crawler and blocked pages
- Traffic
- Search Queries
- Links to Site / Internal Links
- Optimization / Sitemaps
- Remove URLs from index
- HTML Suggestions

HOW TO GET SEO PROJECTS- 1 day, 2 hours per day

- Making profile on micro job sites
- How to improve profile ranking/visibility
- Making an impressive portfolio
- Online Bidding Concept

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By
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