

## Search Engine Optimization Content:

### On-Page Optimization Basics -:

- Title tag
- Meta tag
- Anchor Text
- Image naming
- Heading tag
- Bold & Italic Tag
- Essentials of good website designing
- Header and footer
- 404 Error Redirects
- 301 / 302 redirection
- Hosting of site
- Competitor analysis
- website analysis
- Some Common SEO tools (SEO Profiler) & plug-ins (SEO Earth Quake for Chrome Browser)
- What is keyword?
- What is SEO in short?
- Keyword Analysis For Particular Project  
For e.g.:- Real Estate, Dance Class, Website design and development
- Finding Keywords using Google Adwords Tool
- Finding keywords using a Google Trend in a Specific Country
- Keyword Density
- Keyword Prominence
- What is Page Rank?
- What is KEI? (Keyword Effectiveness Index)
- HTAccess file and there importance
- Canonical Links
- 5 star keyword concept.



### **Off-Page optimization Basics -:**

- Search engines submissions
- Directory Submission
- Blog commenting, Posting
- Forum Posting
- Article Submission
- Social book-marking
- Free Classifieds
- Press Releases submission
- Photo, Video Sharing
- Link Exchange / Link Building in authority sites
- CSS,W3C & RSS directory submission
- Cross Linking

## Search Engine Marketing Content:

### Google Adwords -:

- Adwords Account Structure
- Creating Adwords Account
- Adwords Dash Board
- Creating First Campaign (Paid Adds)
- Understanding purpose of Campaign
- Location and Language Settings
- Keyword Types (Broad, Phrase, Exact and Negative)
- Adwords Keyword Tool
- Product Category (like Real Estate, Website Design and Development, Finance, Business)



### Google Webmaster Tool -:

- Submitting sitemaps
- Generating Robot.txt files
- HTML improvements
- Fetching Pages
- Structure Data
- Other Resources

### Google Analytics -:

- Introduction to Google Analytics
- Website Position Analysis
- Basic of Google Analytics
- Visitors Reports
- Traffic Resource Reports
- Keyword Reports
- Content Quality Reports

## Social Media Optimization Content:



### YouTube Video -:

- An introduction to YouTube
- How it works – the basics
- Video Creation for Product and video submission
- How to optimize & leverage YouTube videos
- How to work with your YouTube audience
- The important of the written word to promote video
- Driving visitors to your website through YouTube
- Video Submission on other video related site

### Facebook Overview-:

- An introduction to Social Media and Facebook in particular
- What is Facebook and why do so many people use it?
- What are the business benefits of a Facebook profile?
- The ground rules; the major do's and don't s about creating a business profile on Facebook
- How it works – the basics
- How it works – the advanced and little known features
- Getting your message across on Facebook
- what is Hash tag and basic information about it
- Building your brand on Facebook
- Connecting and research with Facebook
- Direct communication with your Facebook 'friends'
- Your company on Facebook
- Your competitors on Facebook
- Achieving your company/organization goals on Facebook

### **LinkedIn Overview-:**

- Introduction to LinkedIn
- Why LinkedIn is key and its place in the social media and business worlds
- How it works – the basics
- Creating Business Profile on LinkedIn
- How it works – the basic and advanced and little known features
- Getting your message across on LinkedIn
- Building your brand on LinkedIn
- Developing your profile to attract new prospects and clients as well as acting as “social proof” for referrals
- Developing your network to increase your reach and visibility
- Groups: participating sensibly and establishing your own
- Recommendations, messaging, endorsements and other on site tools
- Companies new activities and new launches update on regular basis
- Setting up all important Company Pages
- LinkedIn for General business and marketing use
- LinkedIn for Sales & Business Development

### **Twitter Overview-:**

- Introduction to Twitter
- Handle, Bucket Concept in Twitter
- How to Tweet and re tweet, Hash Tag Information
- Profile creation and updating on regular basis
- Companies new activities and new launches update on regular basis

### **Short Overview on other Social Media Site like Pinterest, google+-:**

### **Email Marketing Content:**

- Email Marketing using MailChimp
- Basic Knowledge how to send an emailer