

# SEO (Search Engine Optimisation) Advanced Training Course

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**Facility:** Kiran Kumar Kadiyam & Naidu PP

**Duration:** 30 Days

## About us:

We are having 8 Years of Experience in Search Engine Optimization (SEO), Digital Marketing, Social Media Optimization (SMO), Search Engine Marketing (SEM), Social Media Marketing (SMM), , and Pay per Click (PPC). Presently working as a SEO Project Manager in SOWEDANE IT SOLUTIONS Pvt Ltd. I will provide training for fresher's, looking to make a career in SEO field, corporate etc following topics will be covered in SEO training.



## What exactly is Search Engine Optimization (SEO) ?

Search Engine Optimization is a process of increasing the visibility of your website in major search engines. Many people think that for learning SEO, you need to have technical knowledge which is completely wrong assumption in the market.. You just need to know the basics of HTML which is covered in the course content. Why Website owners go for SEO? Let me give you an example. Lets say you are searching for a keyword in Google and you get a lot of websites in the ranking. The next what you will do is click on the website which comes in the top 3 or top 5 positions. So lets say if there are 100 people who are searching for the same keyword in Google, the website which is coming in the top position will get a lot leads. This is the benefit of doing SEO. SEO Rankings are not fixed. It keeps on changing.

- What is SEO?
- Why is SEO?
- Who need SEO?
- SERP
- Organic & Paid Traffic

- Internet Technical Terms
- Website Architecture
- How the Search Engine works
- Search Engine Parameters
- Browsers VS Search Engines

## **SEO Hats**

- ✓ White Hat SEO
- ✓ Black Hat SEO
- ✓ Gray Hat SEO

## **On-Page Optimisation**

- Initial Website Analysis
- Meta Data Optimisation
- Header Tag Optimization
- Image Optimisation
- Content Optimisation
- Robots File Formatting
- Sitemaps Generation and updates (xml & HTML)
- Alt attributes
- Title Tags
- URL Optimisation
- Canonicalization
- www and non www rules
- Crawling errors

- Broken Links
- URL Shortening Tools

### **Off-Page Optimisation**

- Linking Building
- Niche Directory Submission
- Social Bookmarking
- Press Releases
- Local Business Listings
- GEO Classifieds
- Article Marketing
- Feed Submission
- Web 2.0 Pages
- Web 3.0 Pages
- Profile Creation
- Oneway Linking
- Theme Related Linking
- Search Engine Submission
- Blog Commenting
- Fourm Postings
- Deep Linking's
- Two way Linkings
- Competitor Analysis
- Link Wheels

## **Google & Bing Algorithm Rules and Regulations**

- Google Pigeon
- Google Panda
- Google Humming Bird
- Google Mobile Optimisation
- Google Analytics
- Google Local (GEO) Trends
- Google webmaster Tools
- Google Sandbox Effect
- Google Hot Trends
- Google Insights
- Bing Webmaster tools
- Bing Search Engine Rules
- Bing Image Optimisation

## **Research & Analysis**

- Industry Research
- Keyword Research
- Competitor analysis
- Finding Appropriate Keywords
- Target segmentation

## **Virtual & Viral Marketing**

- Affiliate marketing
- Email marketing
- Banner Advertising

- Reputation Management
- YouTube Channels Optimization
- Video optimization
- Image Optimization
- Video Submission
- Info Graphic Submission
- Podcasting
- RSS Feed generation and boosting

## **Softwares**

- SENUKE X
- Keyword External Tool
- Search Engine Submission Tool
- Social Media Optimization (SMO)
- Search Engine Submission Tool
- Only Wire Tool
- Pinger Tool
- Article Marketing Robot
- Magic Submitter
- Article Video Robot
- Scrap box
- Bulk ping Tool
- RSS Submitter Tool
- Animoto (Creating Small Videos Tool)
- Windows Movie Maker (Creating Videos Tool)

## Promoting your sites using URL Shortening Tools:

- Bit.ly
- Tiny url
- Doiop
- Memurl
- Readthisurl
- Dwarf url & many more...

## Other Activities – Reporting:

- Monthly Activity Reports
- Monthly Google Analytics Traffic Details Reporting
- Site Study & Suggestions

## Benefits of SEO & Digital Marketing

- ✓ Lowest cost form of Search Engines traffic, Cost may decrease over time.
- ✓ Branding value
- ✓ Long term growth in site visitors
- ✓ Increase sale or leads
- ✓ Provide high level of credibility.
- ✓ Broad coverage on potentially every search engine worldwide.
- ✓ Broaden your market and target a wider coverage cost-effectively
- ✓ Steady increase in search engine traffic with long term effect
- ✓ Increase quality of search engine traffic
- ✓ Improve business conversions and sales leads
- ✓ Improved Revenue and ROI
- ✓ Reduced Acquisition cost

## Career in SEO

With rising demand of SEO professionals, the career prospects are very high in the field. A SEO expert with the medium can not only work in locals but can expand to a global level. Particularly in India with the recent craze of online marketing, SEO careers will further bloom with no doubts.