

Advanced Level SEO Training

By Industry expert

Learn SEO from Basics to Advanced Level with Project Work

SEO Course Core Topics:

- What is Keyword and Keyword Research?
- Full SEO – Search Engine Optimization (ON-Page, off-Page)
- Google Analytics
- Google Webmaster Tool
- Competitor analysis in RealTime
- SEO Tools
- Course Materials and Daily Tasks Documents in Real World

Keywords Research and Optimization

- What is a Keyword?
- About Keywords Analysis Tools
- Comprehensive Keyword Research
- How to Analyse competitive Keywords
- Create Keywords Ranking Reports

Search Engine Optimization (SEO) Topics:

- **On-Page Optimization Concepts:**
 - Title Tag Design
 - Meta Description Design
 - Meta Keywords Creation
 - URL Rewrite/ Optimization
 - Heading Tags Optimization (H1, H2, H3,.. H6)
 - Image Optimization
 - Brief about Sitemap file (XML/HTML) and validation
 - Brief about Robot.txt file and validation

- Robots Tag
- Canonical URL
- Redirects (301, 302)
- Internal/External links
- Do-Follow and No-Follow
- How to Create Anchorlink and Anchor Text for Keywords Properway
- Web Page Content Optimization
- Blog/Article Content Optimization
- Content marketing Tips and Tricks
- Keywords Density and Formula

- **Off-Page / Link Building Optimization Methods:**
 - Search Engine submission
 - Articles submissions
 - Local Business / Classified Submissions
 - Video Promotions
 - Documents Submission
 - Image Submission
 - Guest blogging
 - How to select a website that is eligible to submit a client website?
 - What are the rules / instructions to follow while doing Link Building?
 - How to determine the quality website?
 - What are DA, PA and TF Values?
 - How to Analyse DA, PA and TF Values?

Google Analytics Tool (GA):

- Google Analytics Account Structure
- GA Limits

- Account
- Properties
- Views
- Tracking Code Installation
- Initial GA Setup Process
- Audience
- Behaviour
- Different GA Channels
- LandingPage
- Search Terms Setup using Google Search Console
- Goals Setup
- User management

Google Web Master Tool (Search Console / GSC)

- Google Search Console Limits
- Submit Website Google
- Ownership Verification
- Submit Sitemap to GSC
- Webpages Quick Index Tips
- About Disavow Tool

Additional RealTime Topics:

- How to find Top 20 Competitors
- Competitor Keywords Analysis
- Competitor Backlink Analysis

SEO Tools :

- MOZ
- Keyword Planner Tool
- ScreamingFrog
- Google Page Speed Test Tool
- GTMetrix, PingDom
- Google URL Builder

- Course Duration: **20 - 30 Hours** (Training + Practice)
- Practice on Live website: **YES**
- Course Material: **YES**
- Recorded daily session videos: **YES**
- Real World Work Documents: **YES**
- Demo : **YES**