

## SEO COURSE SYLLABUS:

- A Brief: Internet M
- Search Engine Anatomy
- Basics of Search Engine
- Search Engine Indexing & Analysis Techniques
- Major Search Engines
- Page Rank
- Google Caching and Indexing Concepts
- Website Architecture Modeling
- A Brief: On Page Optimization, Off Page Optimization
- A Brief: Black Hat Seo/Gray Hat Seo/ White Hat Seo

### KEYWORDS CONCEPTS

- Keywords Basics
- Primary and Secondary Keywords
- Keyword Research
- Keyword Analysis
- Keyword Density Analysis
- Google Adword Keyword Tool
- Keyword Stuffing

### CONCEPTUAL ANALYSIS

- Industry Research
- Competitor Analysis
- Keyword Research Analysis
- Website Analysis
- Network Analysis

### GOOGLE UPDATES

- Panda Update
- Penguin Update
- Caffeine Update
- Search Engine Guidelines

### SEO TOOLS OPERATIONS AND MANAGEMENT

- Google Webmaster Setup and Management
- Bing Webmaster Setup and Management
- Google Analytics Overview
- Alexa Insights and Ranking
- Web Rank Tool
- Page Rank Status Tool
- Keyword Density Check Tool
- Keyword Ranking Check Tool
- Google Adword Keyword Tool
- SEORCH On Page Optimization Tool

### LINK BUILDING TIPS & TECHNIQUES

- Introduction to Link Building
- Types of Link Building ( Internal and External)
- Link Building Methodology
- Network Linking
- Link Popularity
- Broken or Dead Links ( Check and Correction)
- Inbound Links, Outbound Links
- Follow & No Follow Links

### OFF PAGE OPTIMIZATION

- Directory Submissions
- Search Engine Submissions
- Local Search Engines Submissions
- Social Bookmarking Tips and Techniques
- Forum Boards Link Building
- Question Answer Boards
- Classifieds Posting
- Network Creation
- Article Submission
- Press Release Submission
- Blogging Concepts
- Blog Creation
- Blog Optimization
- Blog Promotions
- Blog Comment Management
- Blog Post Management and Link Submissions

### ON PAGE OPTIMIZATION

- Basic Fundamentals
- Website Anatomy
- Website Architecture
- Siloing Concepts
- Static Vs Dynamic Websites
- URL Structuring & Renaming
- Title Tag Creation
- Meta Tags Creation
- Heading Tags ( H1, H2, H3)
- Content Optimization
- Image Optimization
- Footer Optimization & Search Engine Guidelines
- Alt and Title Text
- Anchor Text Creation
- Robot.txt Creation
- HTML Validation
- Sitemaps Creation and Submission

### SEO COURSE FEE AND DURATION

**Course Fee = 5,500 INR**

**Class Timings: Monday to Friday (2 Hours)**

**Weekend: Saturday - Sunday ( 3 Hours)**

**Course Duration: 1 Month**

**Timings: 9:00 AM - 6:00 PM**

**Evening SEO classes: 6PM - 9PM**

**\* All 7 Days Open**

**JOIN NOW !**