ADVANCED SEO Syllabus

- Website Overview
  - Types of websites
  - Websites vs Portals
  - Page rank
  - Architecture of Website
  - Website Designing Basics
  - Domain, Hosting
  - SWOT analysis of website
  - Difference between dynamic & static website
  - Target Segmentation

Search Engine Optimization:
  - What is SEO
  - Need of SEO
  - Search Engines
  - How search engines work?
  - Major functions of a search engine
  - Web Traffic
  - Different types of keywords
  - Google trends & insights
  - Steps in SEO

Search Engine Optimization Techniques:
  - Black Hat SEO
  - White Hat SEO

On Page Optimization

- Site Analysis
- Analysis of Similar websites
- Meta Tags
- Creating Sitemaps
- Creating Robots file
- Optimize SEO Content
- Canonical Implementation
- Keyword Research
- Keyword Density
- Internal linking
- Meta tags creation
- Basic HTML knowledge
- Hyperlink Optimization
- In depth site Analysis
- Link Validation
- Meta Description Tags Optimization
- Meta Keywords Tags Optimization
- Navigation & Design Optimization
- Text Modification Optimization
- Title Tag Optimization
- Broken Links Checking
- Internal Link Structuring

- Google webmasters tool
- Quick indexing techniques
- Search Engine Submission
- Online PR
- Case Study of White Hat SEO
- Case Study of Black Hat SEO
- Case Study of Grey Hat SEO
- Google Sandbox Effect
- Image Optimization
- Optimization of Keyword
- Bold, Italic effect to main keywords
- Canonicalization
- Competition Analysis
- CSS Validation
- Html Validation
- Google Base Feeds
- H Tags Optimization (Eg: H1, H2, H3)
- HTML Code Clean Up & Optimization
- Image Optimization
- URL Rewrite
- W3C Validation
- Local Search Engine Optimization
Site Back-links count  Google Webmaster Tools account setup & monitoring
Optimization for Multiple Browsers Website Spell Check
Google, Yahoo & Bing Site Map Creation Check Search Engine Road Blocks

Off Page Optimization
Page Rank  Press Release
Page Rank Increment Photo Sharing
Backlinks Paid Submission
Type of Backlinks Face Book Twitter Marketing
Link Building HTML Sitemap for users
Quality Link Building Press Releases
Type of Link Building Forums Posting
Google Friendly Link Building Social Bookmarking
Articles Submission Classifieds Submission
Blog Marketing Google Maps
Blog Commenting Business Local Listing
Web 2.0 Submission XML Site Map Creation & Submission
Yahoo Question Answer Participation Blog Writing
Directory Submission Article Writing
Search engine submission Video Submission
XML Site maps submission RSS Feeds Submission
Customer Review Submission Link Building
Press Release Submission Knowledge of Freelancer, odesk, guru e.t.c
Document Submission Deep Directory Submission
Regional Directories Submissions Blog Posting
CSS Gallery Submission Business Listing

Video Marketing
Introduction Youtube  How to Create and Managing an Account
How to Create and Managing an Account How to Get audience
How to Get audience Social Sharing & Comments
Social Sharing & Comments How to Optimize Submissions

SOCIAL MEDIA MARKETING
Introduction to Social Media  Knowledge of Freelancer, odesk, guru e.t.c
Benefits of Social Media Marketing Deep Directory Submission
Social Media Sites Blog Posting
Social Media Sites Business Listing
Facebook Account Creation Blog Posting
Facebook Page Creation Business Listing
Business Promotion with Linkedin Google Plus
Creation of Blogs (blogspot, wordpress, TypePad)
Weekly Postings on Blogs
Commenting on Blogs

Micro Blogging
What is Blogging  How to Create and Managing an Account
Promotion of Blogs How to Create and Managing an Account
Submission of Blogs How to Create and Managing an Account
Submission of Blogs How to Create and Managing an Account
Creation of Blogs (blogspot, wordpress, TypePad) How to Create and Managing an Account
Weekly Postings on Blogs How to Create and Managing an Account
Commenting on Blogs How to Create and Managing an Account
Online Advertisements
Introduction Online Advertisements

Online Advertisements Types
Banner Advertisements
Rich Media Advertisements
Textual Advertisements
Video Advertisements
Image Advertisements

Google Analytics
Google Analytics
Importance of Google Analytics
Fundamentals of Google Analytics
How to Track Landing Pages
How to Track Location
User Tracking
Tracking Conversions
Monitoring Website Performance
Monitoring Visitors Behavior
Setting up Goals and Funnels
Other Analytics Platforms