

Advanced SEO Training Details Call Us: +91 7890149401



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Basic for SEO

- What is Domain
- Basic Knowledge of World Wide Web
- Difference between Portal and Search Engines
- What is SEO
- Types of SEO Techniques
- Black hat techniques
- White Hat techniques
- Gray hat techniques
- How Search Engine works
- Page rank
- Website Designing Basics
- Difference between dynamic & static website
- Google panda Updates
- Penguin Updates
- Insights
- Basic HTML / CSS Knowledge
- Knowledge About Mobile Friendly Website and Why required for seo
- SEO Search Engines, Search Crawlers & Search Bots
- What is On pages and Off pages SEO
- What Is SERP (search engine result page)
- Website Loading Optimization

HTML/CSS Errors, validation and Optimization

- HTML Validation for SEO
- CSS Validation For SEO
- Image Optimization
- Alt Tag Optimization
- What HTML beautifier
- What is Minify

Link Type and Optimization

- **Optimization Anchor Text**
- **Inbound Links**
- **Outbound Links**
- **Referral Link**
- **What Back links**
- **Reciprocal Links**
- **Knowledge about underscore link and why harmful for seo**
- **Rewrite Url**
- **Dofollow Links**
- **No Follow Links**

SEO Keyword Research & Analysis

- **Market Research**
- **Keyword opportunity**
- **SWOT Analysis of Website**
- **Tools available for Keyword Research**

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- **Market Research**
- **Keyword opportunity**
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- **Tools available for Keyword Research**
- **How To Choose Best Keywords**

Website Design SEO Guidelines

- **Content Research**
- **Content Guidelines**
- **Create Own Template In theme**
- **Content Optimization**
- **Design & Layout**
- **XML Sitemap / URL List Sitemap**
- **H1,H2 Role in SEO**
- **Bold, Italic Role In seo**
- **Google trends & insights**

Keywords

- **Keyword Prominence**
- **Keyword Proximity**
- **Keyword frequency**
- **Keyword stemming**
- **Keyword dilution**
- **Keyword Density**
- **Long Trail Keywords**
- **Primary Keywords**
- **Secondary Keywords**

Mobile SEO Optimization

- **What is Mobile Optimization?**
- **Mobile SEO Best Practices**
- **Page speed**
- **Optimize titles and meta descriptions**
- **Use Schema.org structured data**
- **Optimize for local search**
- **Mobile site configuration**
- **Separate mobile URL**
- **What about using an app?**

On-page Optimization

- **The Page Title**
- **Meta Descriptions & Meta Keywords**
- **Headings**
- **Bold Text**
- **Domain Names & Suggestions**
- **Canonical Tag**
- **Server and Hosting Check**
- **Doorway Pages**
- **404 Error**
- **Creating Sitemaps**
- **Meta tags creation**
- **Hyperlink Optimization**
- **Meta Description Tags Optimization**
- **Meta Tags**
- **Images and Alt Text**
- **Internal Link Building**
- **The Sitemap**
- **Invisible Text**
- **Robots txt Optimization**
- **301 Redirects**
- **Duplicate content**
- **Creating Robots file**
- **Basic HTML knowledge**
- **In depth site Analysis**
- **Broken Links Checking**
- **Optimization for Multiple Browsers**

- **Meta Keywords Tags Optimization**
- **Bold, Italic effect to main keywords**
- **CSS Validation**
- **Html Validation**
- **Google Base Feeds**
- **HTML Code Clean Up & Optimization**
- **URL Rewrite**
- **Website Spell Check**
- **url parameters**
- **Anchor text Optimization**
- **Google Webmaster Tools account setup & monitoring**
- **Installing Usability Tools on Website**
- **SEO Tools**
- **Website Footer Optimization**
- **Google, Yahoo & Bing Site Map Creation**
- **Google webmasters create and setup**
- **Image Optimization**
- **Optimization of Keyword**
- **H Tags Optimization (Eg: H1, H2, H3)**
- **Check Back links**
- **Content Formatting**
- **Blog Post Heading**
- **inbound link**
- **Competition Analysis**
- **Google Base Feeds**
- **Tags Optimization (Eg: H1, H2, H3)**
- **Optimization for Multiple Browsers**
- **Outbound link**

Off Pages SEO

- **Community Creation in Social Networking Sites**
- **Forum Postings**
- **Search Engine Submission**
- **Link Exchange**
- **Cross-Linking**
- **Video Promotions**
- **Local Listings & Yellow Pages**
- **Search engine submission**
- **Classifieds Submission**
- **Paid Submission**
- **HTML Sitemap for users**
- **Social Bookmarking Submission**
- **Classifieds Submission**
- **Press release Submission**
- **Guest Post Submission**
- **Integration of page sharing tools**
- **Alexa Verification and setup**
- **No follow & Do follow links & their differences.**
- **Profile Creating submission**
- **Blogging**
- **Directory Submission**
- **Social Bookmarking**
- **Link Baiting**
- **Photo Sharing**
- **Business Reviews**
- **XML Site maps submission**
- **Press Release Submission**
- **Article Submission**
- **Document Sharing**
- **Q/A Submission**
- **Rss feed Submission**
- **Web 2.0 Submission**
- **Blog Designing for the website**
- **Creating Promotional pages on hub pages, squidoo, etc**

Website Content Optimization for SEO

- **The title of your content**
- **The first sentence of your first paragraph**
- **Important of heading Tag in content**
- **Content Bold, Italic Role**
- **Content image and importance role in SEO.**
- **Contains outbound links**
- **Image alt target keyword**
- **page title contains keyword / phrase**
- **How many content words important for SEO.**
- **Duplicate Content and how to seo effect.**
- **Content length in website**

Local SEO Optimization

- **Knowledge About Local SEO**
- **Google My Business Listing and optimization**
- **Bing Business Listing and optimization**
- **Citation Knowledge**
- **NAP (Name,address,phone) Knowledge**
- **Google review and what is benefit**
- **Webmaster Local Business Markup**
- **Local Business Markup Testing**

Wardress ON Pages Optimization

- **Meta Title optimization**
- **Meta Description Optimization**
- **Yoast Seo Plugin integration and optimization**
- **Google Webmaster Tools**
- **Sitemap Create and optimization**
- **And many more**

Magento ON Pages Optimization

- **Meta Title optimization**
- **Meta Description Optimization**
- **Google Webmaster Tools**
- **Sitemap Create and optimization**
- **And many more**

Joomla ON Pages Optimization

- **Meta Title optimization**
- **Meta Description Optimization**
- **Google Webmaster Tools**
- **Sitemap Create and optimization**
- **And many more**

Opencart ON Pages Optimization

- **Meta Title optimization**
- **Meta Description Optimization**
- **Google Webmaster Tools**
- **Sitemap Create and optimization**
- **And many more**

PHP/MYSQL ON Pages Optimization

- **Meta Title optimization**
- **Meta Description Optimization**
- **Google Webmaster Tools**
- **Sitemap Create and optimization**
- **And many more**

Video Marketing

- **Introduction YouTube.**
- **How to Create and Managing an Account**
- **How to Get audience**
- **Social Sharing & Comments.**
- **How to Optimize Submissions**

SOCIAL MEDIA MARKETING

- **Introduction to Social Media.**
- **Benefits of Social Media Marketing**
- **Social Media Sites**
- **Face book Account Creation.**

- **Face book Page Creation.**
- **Business Promotion with LinkedIn**
- **Google Plus**
- **Increase Face book Likes..**
- **Increase Twitter Follow**
- **Increate YouTube Views**
- **And many More**
- **Hash Tag**
- **Benefit Of Hash Tag**

Micro Blogging

- **What is Blogging**
- **Promotion of Blogs**
- **Submission of Blogs**
- **Creation of Blogs (BlogSpot, word press, Type Pad).**
- **Weekly Postings on Blogs**
- **Commenting on niche Blogs**
- **And many more..**

Online Advertisements

- **Introduction Online Advertisements**
- **Online Advertisements Types**
- **Banner Advertisements**
- **Video Advertisements**
- **Image Advertisements**
- **Face book Advertisement**
- **Google Advertisement.**

Google Analytics

- **Google Analytics**
- **Fundamentals of Google Analytics**
- **How to Track Location**
- **Tracking Conversions**
- **Monitoring Visitors Behavior**
- **Bounce rate**

Website Recovery and Audit

- **Website analysis and audit.**
- **knowledge of different Google Algorithm updates**
- **Recovery from Google Panda (Content) updates**
- **Recovery from Google Penguin (Link) updates**
- **Recovery from Google Hummingbird (Search Queries) updates**
- **Recovery from Google Pigeon (Local) updates.**
- **Recovery from Google EMD (Exact Match Domain) updates.**
- **Website analysis and audit.**

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Course Duration: 3 Months

Course Fees: Rs 10, 000/-

Installment Facility

Free Demo class after take admission

Course Schedule: Weekly 2 Days (2 hrs.)

Thanks and Regards,

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