Advanced SEO Training Details

Address: 130/7 Dum Dum Road Near Indira Maidan Kolkata-74, Email: w3webschools@gmail.com, enquiry@w3webschool.com

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

SEO Keyword Research & Analysis

- Market Research
- Keyword opportunity
- SWOT Analysis of Website
- 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.
Live Project Work with 100% practical and Theory

100% Job Assistance only in Kolkata

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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Kolkata Office Address (Online Training available Over All World)

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