Training Schedule
SEARCH ENGINE OPTIMIZATION

SEO is the newest and hottest outsourcing trend for India and there are at least 300 companies specializing in SEO outsourcing only. Plus all the internet companies in India and US need a SEO team of their own. SEO training course is the basic need to each and every student if he doesn't have any technical qualification and want to do the job in the technical environment. Our best seo training institute have the best professional trainers who are capable to provide you the best training regarding to the seo courses. There are hundreds of jobs in Naukri and Monster for SEO with 0 to 1 year experience and it's difficult for companies to find employees with some knowledge of SEO to fill these positions.

Who will get benefit from the Course?

Anybody can participate who have interest or intention to make use of this technology. This seo training course is useful for both type of students either they have the technical knowledge or not, for this course if you are simple 12th standard passout then after learning this, you will find the job related to SEO.

Course Objectives

You'll be able to learn how does SEO works really, what makes SEO work.

Requirements

You should have a basic understanding of your computers operating system. SEO training does not require any knowledge of programming or marketing degree, only requirement is a desire to learn, be curious about how search engines like google, yahoo, bing work.

Technical Overview Training Course

- Course Contents
- Course Introduction
- What all you need for learning SEO?

Skills Gained

The delegates will be introduced to:

- Internet and Search Engine Basics
- Importance of Search Engines
- Google Search Engine Architecture
- Basics of website Development/Designing
- On Page Optimization
- Keyword Research and Ananlysis
- Off page Optimization
- Dynamic Website SEO
- Reports and Management

Search Engine Optimization-Course Contents

Session 1
INTERNET AND SEARCH ENGINE BASICS

- Internet and Search Engine Basics
- Internet Marketing
- Importance of Internet Marketing
- Types of Internet Marketing Methods

Session 2
IMPORTANCE OF SEARCH ENGINES

- Importance of Search Engines
- SEO is an Art or Science
- How the search engine works?
- Understanding the SERP
- Using Search Operators

Session 3
GOOGLE SEARCH ENGINE ARCHITECTURE

- Google Search Engine Architecture
- Search Engine Algorithms
- Google Algorithm Updates
- Page Rank Technology
- Panda Update and its Importance
- Latest Updates about SEO Algorithms
- Google Web Masters Tools

Session 4
INTRO TO KEYWORDS RESEARCH AND ANALYSIS

- Introduction to Keyword Research
- Business Analysis
- Types of Keywords
- Keyword Research Methodology
- Keywords Analysis Tools
- Competition Analysis
- Preparing a Keyword List for Project

- Localized Keywords Research

Session 5
BASICS OF WEBSITE DESIGNING/DEVELOPMENT

- Basics of Website Designing / Development
- Essentials of good website designing
- HTML Basics for SEO
- Usability and User Experience in Website

Session 6
INTRO TO ON-PAGE OPTIMIZATION (ONSITE)

- Onsite Optimization Basics
- Importance of Domain Names and Value
- Domain Selection

- Website Structure and Navigation Menu Optimization
- Coding Best Practices
- Filename Optimization
- Title Tag Optimization

Session 7

KEYWORDS RESEARCH & ANALYSIS

- Keywords
- Keyword Density Analysis
- Keywords Research in Various Search Engines
- SWOT Analysis of Website
- Target segmentation
- Keyword Research
- Competitor Analysis
- Finding Right Appropriate Keywords.

Session 8

ON PAGE OPTIMIZATION

- Meta Tags
- Meta Tags Optimization
- Headers Optimization
- SEO Content Writing
- Optimizing SEO content
- Page Speed Optimization Tool
- Anchor Links Optimization
- Internal Link Strategy
- Iframes / Frames effects on SEO
- Header and footer
- Header optimization with tag line or catch line
- Footer Optimization
- Creating an HTML and XML sitemaps
- URL Rewriting Techniques (301, 302)
- Canonical / 404 Implementation
- HTML Validation using W3C
- Google SEO Guidelines
- Search Engines V/S directory
- Major search engines and directories
- Google Page Rank
- Google Sandbox effect
- Website Architecture
- Hosting Selection
- How the Search Engine works

- Heat map of Home page
- Description
- Creating Robots file
- Creating sitemaps
- Image tag optimization
- Image Importance
- Anchor Text
- URL renaming/re-writing
- Google webmaster tools
- Yahoo Feed Submission

Session 9

OFF PAGE OPTIMIZATION

- Submission to search engines
- Introduction to Offsite Optimization
- Local marketing of websites depending on locations
- Promoting Subsequent pages of the website
- Black Hat / White Hat / Grey Hat SEO
- Submission to Relevant Directories
- Linking Building Methodology
- Types of Linking Methods
- Free Links / Paid Links
- Directory Submission
- Blog Submission
- Free Classifieds
- Forums
- Forum Signatures and Commenting
- Press Releases
- Video optimization
- Link Building
- How to promote home page
- Directory Submissions for SEO
- Social Bookmarking
- Local Business Listing (Local SEO)
- Classifieds Posting
- Using Blogs for SEO
- Blog Commenting
- Press Release Submission
- Article Submissions
- Video Submissions
- Social Media Optimization Techniques (Basics)
- RSS Feeds Submissions

- Tracking the Links and Page Rank

Session 10

DYNAMIC WEBSITE SEO

- Difference between Dynamic and Static Sites
- SEO for Joomla (Joomla SEO Plug-in)
- SEO for BlogSpot
- How to optimize the Flash Websites

Session 11

REPORTS AND MANAGEMENT

- Website Position Analysis in various search engines
- Introduction to Google Analytics in details
- Installing Google Analytics
- Basics of Google Analytics
- Visitors Reports
- Geographic Reports
- Traffic Sources Reports
- Keywords Reports
- Your Goals and Conversions