

SEO, SEM SYLLABUS

Search Engine Optimization is a technique that is promoting the website on search engines and ensuring to get relevant traffic & site rankings in major search engines – Google, Yahoo & MSN.

Course Structure Includes

On-page Optimization Activities

- ✓ Initial Site Analysis
- ✓ Keyword Research
- ✓ Keywords Density Analysis and Placement
- ✓ Title & Meta Tags development
- ✓ Site Structure Analysis
- ✓ SEO friendly URL creations
- ✓ Keyword Competition analyze
- ✓ H1, H2 tags optimizations
- ✓ Internal links building
- ✓ Content Optimization
- ✓ W3C Validation
- ✓ Creation of XML / HTML sitemaps
- ✓ Submitting sites to Google and Yahoo Webmasters
- ✓ 404 error Implementation
- ✓ Google Webmaster Account Setup and management
- ✓ Google Analytics setup and management

Note: For Students those who don't have websites for Practice Purpose, We give them either one of our Existing sites for Practice or we make them do complete on page optimization on their own Blogs. We believe in complete Practical Training.

Off Page Optimization Activities

- ✓ Directory Submission
- ✓ Article submission
- ✓ Classified ads Submissions
- ✓ Google Map Submissions.
- ✓ Press Release Submission
- ✓ Blog creation and Postings
- ✓ Press release news syndication
- ✓ Search engine submission and indexing
- ✓ Forum Posting
- ✓ Registrations and applying Google Ad sense
- ✓ Video creations and sharing
- ✓ Image sharing

- ✓ Document sharing

Social Media Optimization:

We teach How to Optimize Social media and use it in Favor of your Brand Building using Social Networks and Communities. How to do Promotions on Social Networking Sites like:

- ✓ Facebook
- ✓ LinkedIn
- ✓ Twitter
- ✓ Google plus
- ✓ Delicious
- ✓ Reddit
- ✓ Stumble Upon
- ✓ Youtube
- ✓ Slideshare
- ✓ Pinterest
- ✓ Flickr
- ✓ Yahoo answers

Search Engine Marketing

Introduction to Ad Words

- ✓ About Google and Google AdWords
- ✓ AdWords fundamentals
- ✓ Overview of search ad positions
- ✓ Introduction to the Google network

Account management

- ✓ Setting up an AdWords account
- ✓ Account management

Campaign and ad group management

- ✓ Campaign strategy
- ✓ Campaign set-up
- ✓ Managing campaigns
- ✓ Introduction to ad group management

Keyword targeting

- ✓ Introduction to keyword targeting
- ✓ Keyword management & troubleshooting
- ✓ Keywords and the display network

Language & location targeting

- ✓ Introduction to language and location targeting
- ✓ Location targeting
- ✓ Language targeting

Ad formats

- ✓ Overview of ad formats
- ✓ Text ad formats
- ✓ Image ad formats
- ✓ Video ad formats
- ✓ Mobile ad formats
- ✓ Introduction to ad extensions
- ✓ Social ad extensions
- ✓ Ad policy review

Budgets and bidding

- ✓ Introduction to bidding
- ✓ Bidding types
- ✓ Bidding on the display network
- ✓ Introduction to budgets
- ✓ Quality score and ad rank

Measurement and optimization

- ✓ Overview of AdWords measurement
- ✓ Optimization fundamentals
- ✓ Optimizing keywords
- ✓ Optimizing ads
- ✓ Optimization tools
- ✓ Conversion tracking basics

Performance, profitability, and growth

- ✓ Budget growth
- ✓ Bidding for performance
- ✓ Profitability and lifetime value

Managing multiple accounts

- ✓ Overview of my client center
- ✓ MCC access controls