

Search Engine Optimization

Duration: 40 Hours

What you will learn

This course is your first step towards success as a SEO professional, designed to give you a firm foundation in basic SEO technology. In this class, you'll learn how to create website with search engine optimization techniques and getting the traffic into the websites and improve the website ranking in the search engines. Also you'll get a better understanding of how search engine works and learn how to properly structure the website, right down to the text on page and find what the competitors are up to, and how to beat them. The lesson topics are reinforced with structured hands-on practices. This course is designed to provide depth knowledge on SEO, and to make you an expert on these technologies.

Learn To:

Basics of Search Engine Optimization

SEO for websites

Improve rankings in search engine

Tools in Optimization

Scope:

Junior SEO Executives

SEO Analyst

Analytics and Conversion Rate Optimization (CRO) Analyst

Social Media Marketing (SMM) Analyst

Search Engine Marketing (SEM) Analyst - Pay Per Click (PPC)

SEO Manager

Prerequisites

Basic Computer Knowledge

Internet Surfing Experience

Basic HTML Knowledge

Course Objectives

To understand;

Search Engine Optimization

Search Engines Functionality

SEO techniques

SEO Tools

Course Topics

Introduction

Search Engine Optimization

How SEO works for websites

Types of Search Engine Optimization

Search Engines

Understanding Search Engines

How do search engines Work

Classification of Search Engines

How Search Engines Rank Pages

Crawlers, spiders, and robots

Page Rank

Important Optimization Factors

Keywords

Choosing the right keywords for SEO

Getting the right combinations

Where to place keywords within your web site

Meta tags, alt tags, titles, headings

SEO types

White Hat SEO

Black Hat SEO

On Page Optimization

Off Page Optimization

On Page Optimization

Basics of On-page Optimization

Title Tag Creation

Meta Tags Creation

Heading Tags Importance

Bold Tags

Anchor Text

Image Tag and its Attributes

Important Factors for Keywords

Content – Heart of SEO

Optimizing Layout of your pages

Sitemaps Importance and Creation

Robots.txt creation

Static & Dynamic Websites

Off Page Optimization

Basics of Off Page Optimization

Factors for Off Page Optimization

Link Building Strategies

Traffic Building Strategies

Search Engine Submission

Directory Submissions (Category Selection)

Article Submissions

Press Releases

Blog Submissions and Reviews

Yahoo! Answers and SEO

Social Bookmarking Basics

Forums and Signatures

Classifieds Posting

Selection of Domain Name

Keyword Specific URL

Use of Hyphens

Inner Pages URL

Domain Preference

Site Usability

SEO Friendly URLs

Site accessibility

SEO Tools

Google Insights for Search

Google, Yahoo, Bing & Ask.com Suggest Tool

Monitoring Google Analytics

Google Webmaster Central

Yahoo Site explorer

Bing Webmaster

Black hat & White hat SEO Techniques

Reporting and Management Tools

Website Position Analysis

Introduction to Google Analytics

Installing Google Analytics

Basics of Google Analytics

Visitors Reports

Geographic Reports

Traffic Sources Reports

Keywords Reports

Goals and Conversions

SEO Facts and Figures

How important is SEO today?

Search is still the biggest game in town

Make use of free webmaster tools

The New Google Pay per Action (PPA) Program