

Course Contents of SEARCH ENGINE OPTIMIZATION

Internet & Search Engine Basics

- Basics of Domain Names
- Search engines and directory
- How the search engine works
- Page Rank and Its Importance
- Understanding the SERP
- Using Search Operators
- Google Web Masters Tools
- Yahoo Site Explorer

Keywords Research and Analysis

- Keywords Basics
- Types of Keywords
- Keyword research
- Keywords Analysis tools
- Competition analysis
- Finding the good keywords
- Localized Keywords Research

Onsite Optimization

- Basics of onsite optimization for SEO
- Importance of Filename in SEO
- Preparing Title Tags in page
- Preparing Meta Tags in page
- Copywriting and SEO Copywriting.
- SEO Snippets, header and footer optimization
- Creating an txt, xml sitemaps
- Creating seo optimized content
- Image tag optimization.
- Restricting the protect area of website
- Sitemap Generation Tools

Offsite Optimization

- Submission to search engines
- Directory Submissions
- Forum and Blog Signatures
- Press Releases & Blog Reviews
- Social Bookmarking and Networking
- Article & Video Submissions
- Types of Linking Methods
- Linking Building Methodology
- Paid Links Vs Free Links

Reports and Management

- Installing and using Google Analytics
- Basics of Google Analytics
- Visitors Trending
- Traffic Sources Analysis
- Keyword Analysis
- Creating Goals
- Automated Reports Generation

Search Engine Marketing Basics

- Search engine marketing basics
- Intro to Google Adwords
- Campaign Management
- Introduction to PPC
- Creating Ads in Adwords
- Basics of Affiliate Marketing

Useful SEO Topics

- Indepth Competitor research
- Black Hat SEO techniques
- Localization and Languages
- Site search functionality
- Removal of Virus from Website