

SEO Training Syllabus

Internet & Search Engine Basics:

- What is Internet Marketing?
- Importance of Internet Marketing
- Types of Internet Marketing Methods
- How the search engine works?
- Understanding the SERP
- Google Search Engine Architecture
- Google Algorithm Updates
- Page Rank Technology
- Panda, Penguin and Humming Bird Updates and its Importance

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

On Page Optimization (Onsite):

- Basics of Website Designing / Development.
- Analysis of website for content, design and code.
- Domain names and Exact match domain concept.
- Title Tag Optimization
- Meta Tag Optimization
- Headers Optimization
- SEO Content Writing
- Page Speed Optimization Tool
- Anchor Links Optimization
- Internal Link Strategy
- Image Tag Optimization
- Footer Optimization
- Creating Site map
- URL Redirecting Techniques (301, 302)
- Robots.txt File
- Google SEO Guidelines

Off Page Optimization (Offsite):

- Introduction to Off site Optimization
- Link Building Methodology
- Directory Submissions for SEO

- Social Bookmarking
- Local Business Listing (Local SEO)
- Classifieds Posting
- Forum Discussion, Commenting and Signature
- Blogging Concepts
- Press Release Submission
- Article Submissions
- Video Submissions
- Social Media Optimization Techniques (Basics)
- Tracking the Links and Page Rank
- Avoiding Spam Links

Facebook:

- Facebook Account Setup
- Different options on Facebook (Profiles, Pages, Apps and Groups)
- Facebook page setup
- Creating graphics for FB page
- Managing the Facebook Page
- Content Creation Strategy
- Working with different types of content
- Generating Likes and Shares
- Implementing Facebook Share Button
- Implementing Facebook Like Box
- Implementing Facebook Comments in Site
- Facebook Groups
- Sponsored Posts in Facebook
- Promoting site with Paid Ads

Twitter:

- Benefits of Twitter
- Profile Creation and Management
- Design the Twitter Page

LinkedIn:

- Creating Profile
- Managing Connections
- Company Page on LinkedIn
- LinkedIn Services Pages
- LinkedIn Groups

Google WebMaster Tools:

- Adding a Site and Verification Process
- Basic Settings
- Geographic Settings
- Search Queries Analysis
- Back link Analysis

- Internal Link Analysis
- Site Links
- Crawl Errors
- Google Fetch
- Blocking the Crawler and blocked pages
- Site maps
- Remove URLs from index
- HTML Suggestions

Reports and Management:

- 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