



SEO Training

Course Content

1. SEO (Search Engine Optimization)

SEO Training (15 Hrs)

Following are the parameter is undertaken for the SEO Training /coaching

WEBSITE AUDIT AND BENCHMARKING

- How to identify the current website errors
- Identify the Scope of improvement
- How to Benchmarking the website

WEBMASTER AND ANALYTICS TOOLS

- Tool integration
- Learning of all tools Parameter and report creation
- Custom dashboard reporting
- Geo location setup
- URL caching and removing
- Keyword performance

RESEARCH AND ANALYSIS

- Keyword research
- Keyword selection
- Keyword creation (long tail, exact, broad etc..)
- Competitor research and identification

ON-PAGE OPTIMIZATION

- Website architecture as per Google guiding
- URL mapping
- URL architecture
- Internal linking and navigation
- Meta Data creation
- Image optimization
- Page speed checking and optimization

- Header tags
- Canonical tags
- Content duplication
- Content optimization
- Crawler management
- Website accessibility
- Robots file creating
- XML Sitemap creation with priority setup and implementation

OFF PAGE OPTIMIZATION

- Social Submission
- Back link creation
- News marketing
- Content Marketing
- Business Listing
- Social Networking
- Google Map Listing
- Info-graphic, PDF, and PPT marketing
- Local Classifieds
- Forums and Communication creation
- Local Market place
- Online Business Store creation

TOOLS AND REPORTING LEARNING

- Free SEO add-ons
- SEO tool
- Reporting Tools
- Benchmarking tools
- Website analysis tools

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