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Search Engine Optimization (SEO)

SEO Fundamental & Concepts

- Keyword Research

- Conceptual Analysis

- Local business listing

- Link Building tips & techniques

- Google Updates - Panda, Penguin, and Hummingbird Updates

- SEO Tools operations & Management

- Recovering from Bad Links

SEO Tools

- Webmasters tools

- Analytics

- Keyword Planner

- SEO Marketing Tools

- Website Analysis Tools

- Trend Analysis Tools

On page optimization

- Domain selection

- Keyword research

- URL Optimization

- Meta data optimization

- 301 redirection

- Robots.txt

- Anchor Text Optimization

- Schema Markup

- XML sitemap

- H1, H2, H3 tags

- Image optimization
- Content quality
- Keyword density
- Copyscape
- Webmaster tools
- Google analytics tool
- Posting information
- Archives
- Do-follow and No-follow
- Indexing and Catching
- And more on-page techniques

Off page optimization

- Directory Submissions
- Social Bookmarking
- Forums Postings
- Press Release
- Article Submissions
- Local Business Listings
    1. Google Places
    2. Yahoo Local / Bing Places for Businesses
- Search Engine Submissions
- Social Networking
- Web 2.0 Submission
- Blog posting
- Driving traffic through dedicated Social Networking
- Link wheel
- Web 2.0 Squidoo / Hubpage creation
- Classifieds Submission

And more Off-page techniques

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FEATURES:

Well-structured and industry-relevant course curriculum

Experienced and dedicated faculty members

Exposure to live projects from day one

Periodic evaluation and feedback

100% Placement assistance on successful completion

ELIGIBILITY:

Any graduate/diploma/ITI course

Basic computer skill

Basic Internet knowledge

Knowledge in functional English

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