

Advance Diploma in SEO: 60 Session

Search Engine Optimization course teaches you the process of guiding the website so that it will naturally attract visitors by winning top ranking on the major search engines for selected keyword phrases. This is a very practical and hands-on SEO training course, taught by leading digital marketing practitioners. Once you implement SEO you will organically get the top rankings on search engines. **[100% JOB ASSISTANCE]**

❖ Internet & Search Engine Details	❖ Basics of Website Designing
What is Internet Marketing?	Html, CSS, Iframe, Heading Tags
Importance of Internet Marketing	Domain
Types of Internet Marketing Methods	Sub-Domain
How the search engine works?	Web Hosting
Understanding the SERP	Servers
Using Search Operators	
Google Search Engine Architecture	
Google Algorithm Updates	
Page Rank Technology	
Panda, Penguin & Hummingbird Update	
Latest Updates about SEO Algorithms	

❖ On-Page Optimization	❖ Off-Page Optimization
Basics Of Website Designing / WYSIWYG	Introduction To Offsite Optimization
Usability And User Experience In Website	Submission To Search Engines
HTML Basics For SEO	Linking Building Methodology
Importance Of Domain Names	Types Of Linking Methods
Website Structure & Navigation Menu Optimization	Free Links / Paid Links
Title Tag Optimization	Directory Submissions For SEO
Meta Tags Optimization	Social Bookmarking
Headers Optimization	Local Business Listing (Google Mapping/Listing)
Filename Optimization	Classifieds Posting
SEO Content Writing	Forum Posting, Signatures And Commenting
Existing Web Content Optimization	Using Blogs For SEO
Page Speed Optimization Tool	Blog Commenting
Anchor Links Optimization	Press Release Submission
Internal Link Strategy	Article Submissions
Iframes / Frames Effects On SEO	Video Submissions

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Use Of Robots.Txt	Social Media Optimization Techniques (Basics)
Creation Of XML/Html/ROR/Text	RSS Feeds Submissions
301 & 302 Redirection	Tracking The Links And Page Rank
Image Tag Optimization	RSS Submission
Footer Optimization	Q&A Submission
Canonical / 404 Implementation	Black Hat & White Hat SEO
Doorway Pages	Online Reputation Management
Invisible Text	PPT & PDF Submission
Schema & Rich Snippets	Black Hat / White Hat
Heading Tags (H1, H2, H3 Tags)	Alexa Insights
URL Renaming/Re-Writing Techniques	Link Exchange
Keyword Stuffing	Two & Three Way Link Building
Bread Crumb	❖ Keywords Research And Analysis
Hidden Links	Introduction To Keyword Research
Landing Page Optimization	Business Analysis
Broken Links	Types Of Keywords
HTML Validation Using W3C	Keyword Research Methodology
Coding Best Practices	Keywords Analysis Tools
Onsite Optimization Basics	Competitor Analysis
	Preparing A Keyword List For Project

❖ Google Webmasters Tools	❖ Reports And Management
Adding Website & Verification Process	Website Position Analysis
Site Configuration	Introduction To Google Analytics
Geographic Settings	Installing Google Analytics
Url Parameters	Basics Of Google Analytics
Site Links / Health	Visitors Reports
Crawl Errors / Crawl Stats	Geographic Reports
Google Fetch	Traffic Sources Reports
Blocking The Crawler And Blocked Pages	Keywords Reports
Traffic	Goals And Conversions
Search Queries	Live Project Exposure
Links To Site / Internal Links	Bing Analytics Set-Up
Optimization / Sitemaps	
Remove URLs From Index	❖ Blogging On Web 2.0
Html Suggestions	WordPress
Content Keywords	Blogger
Google Disavow Tool	Tumblr
Preferred Domain	Weebly

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Malware	
Disallow	
Bing Webmasters Set-Up	

❖ Google SEO Guidelines & Terms Updates

Doorway Pages	Domain Authority
Mirror Pages	Google Sandbox
Cloaking	Crawling, Indexing And Caching
Keyword Density	Mouse Trapping
Keyword Prominence	Link Choose
Link Juice	Link Farming
Link Baiting	Hallway
Link Wheel	Matt Cutts
Keyword Mapping	Keyword Stemming
Lsi	Google Dance
Kei	Click Fraud
Pagination	Link Partner
Inbound And Outbound Links	Orphan Pages
Google Lore - Hilltop Florida, Big Daddy	

❖ Exposure on Live Projects

SEO Activity on Fresh Domain
Competitor Analysis
Performing On-Page & Off-Page Activity
Optimizing Keywords & Monitoring Ranking
Link Building on Targeted Keywords
Driving Traffic
Increasing Organic Clicks

✓ Training For Interview on SEO

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