



Course Contents of SEO

Search Engine Optimization is a technique that promotes the website on search engines and ensuring to get relevant traffic & site rankings in major search engines – Google, Yahoo & MSN.

On-page Optimization Activities:

- ✓ What is on page optimization?
- ✓ What is need of on page optimization?

- Initial Site Analysis
- Competition Analysis
- Keyword Research
- Density Analysis and Placement
- Title & Meta Tags development
- Site Structure Analysis
- Web Designing Basics
- URL renaming/re-writing
- Content Development Check
- Brief Keyword Competition Review
- H1, H2, H3 Tags
- Anchor Text
- Footer
- Existing Web Content Optimization
- HTML Validation
- Creation of XML / HTML / ROR / Text Sitemaps
- Submitting sites to Google and Yahoo Webmasters
- Canonical / 404 Implementation
- Google Sitemap Creation
- Yahoo Sitemap Creation
- Competitor Analysis & Monitoring
- Google Webmaster Account Setup and management
- Google Analytics (Statistics) setup and management
- Uploading and Managing Website through FTP Software Like Filezilla , Cute FTP , Core FTP etc
- SEO Tools
- Panda Update
- Google Caffeine

Note: For Students those who don't have websites for Practice Purpose, We give them either one of our Existing sites for Practice or we make them do complete on page optimization on their own Blogs. We believe in complete Practical Training.

Off Page Optimization Activities

- ✓ What is off page optimization?
- ✓ What is need for off page optimization?

- Directory Submission
- Dmoz Submission
- Article submission
- Alexa Insights
- Google Hot Trends and Insights
- Google Business centre submissions
- Geo Listing and Local Listing, which includes Classified Submissions & Google Map Submissions.
- Press Release Submission
- Blog creation, weekly Postings and blog promotion
- Blog Comment Posting
- Creating of Favicons
- Content editing & Content Rewriting
- Direct Link Exchange / Direct Link Building
- Press release news syndication
- RSS (Really Simple Syndication)
- Local and regional search engine indexing
- Forum Posting
- Yahoo Answer Link Building
- Linked in Link Building Strategies
- Online Reputation Management
- Group Creation and Management on Google and Yahoo

Social Media Optimization:

We teach How to Optimize Social media and use it in Favor of your Brand Building using Social Networks and Communities

How to do Promotions on Social Networking Sites like:

- Facebook
- LinkedIn
- MySpace
- Orkut /Bebo
- Twitter & many more...

How to do Promotion of your Sites using Multiple Sharing Options:

- Yahoo Buzz
- Digg
- Delicious
- Google Bookmarks
- Reddit
- Stumble Upon & many more...

Promoting your sites using URL Shortening Tools:

- Bit.ly
- Tiny url
- Doiop
- Memurl
- Readthisurl
- Dwarfurl & many more...

Google Analytics

- Tracking
- Analysis
- Goals
- Improving Traffic Through Analytics

Google Webmaster

1. Tracking Virus on websites
2. Google Control Settings
3. Speed up Website
4. Website Error Resolving
5. Site Map

Other Activities - Reporting:

- Monthly Activity Reports
- Monthly Google Analytics Traffic Details Reporting
 - Site Study & Suggestions