

SEO Training

Module 1: Introduction & Overview

- What is SEO?
- Why SEO is important?
- Types of SEO

Module 2: Keywords

- Types of Keywords
- Keyword Research Techniques
- Multiple Keyword Research
- Keyword Application Strategies

Module 3: Link building

- Creating Backlinks
- Dofollow an Nofollow Links
- Backlink Checker Tools
- Link Spam/ Link Farm
- Link Spamming
- Directory Submission
- Social Bookmarking
- Article Submission
- Press Release
- Blog Submission
- Forum Postings
- Video Submissions
- Image Submission
- Question Answers Portals
- Classified Submissions
- Infographic Submissions

Module 4: On Page Optimization

- Competition Analysis
- On Page Techniques for Dynamic/HTML Website
- Keyword Density

- Code Optimization
- Content Optimization
- Page Speed
- On Page Audit
- Robots.txt
- Sitemap.xml

Module 5: Google Search Console (Webmaster)

- Resolving Website Errors
- Geo Targeting
- 301 Redirect
- Site Links Control
- Awesome tool to Check Incoming Links

Module 6: Google Analytics

- Installation and Configuration
- Keyword Tracking
- Referral Tracking
- Goal Tracking
- Conversion Tracking

Module 7: Softwares

- Roboform
- FTPS
- Content Spinners
- Plagiarism Checkers
- Authority Checkers
- Rank Checkers

Module 8: Google Updates

- Google Hummingbird
- Panda Update
- Penguin Update
- Pirate 2.0
- Google EMD (Exact Match Domain) Update