

LEARN & EARN



CURRICULUM

» Topics

- Website Fundamentals
- How to Create free website using Wordpress.com or Sites.google.com
- Process of Blogging and keyword research for blogging
- Find the niche keyword and create niche keyword family.
- What is Google Adsense?
- How to get your site approved for Google Adsense.
- Step by Step process for Google Adsense approval.
- How to create rich content blogs for more engagements.
- Emerging trends in blogging
- Adsense approval process for Youtube channel. -Bonus

» Types of sites

- Dynamic
- Static
- E-commerce
- Information
- Online software solutions sites
- Learning managements sites
- IO sites (input output sites)

» Why we need website?

- Your Small Business Will Gain Credibility
- A Website Saves You Money
- It Will Enable You To Keep Your Customers Informed
- It Is Always Accessible
- A Website Makes It Possible To Target A Wider Market
- It Provides A Medium On Which To Showcase Your Work
- A Website Saves You Time
- It Improves Customer Service

» Do we need website for blogging?

- Yes we need site for Blogging or we can say blog website.
- So we can create website using wordpress or google sites

» Why wordpres?

- free or low cost
- flexible
- great for social media
- good for search engine optimisation (SEO)
- stay protected with automatic updates
- built on open source software

» Steps by step process of creating wordpres website

- Practical exercise

» Steps by step process of creating Google site

- Practical exercise

» Process of Blogging and keyword research for blogging

- Evergreen Content.
- Decent searches i.e. At least 1000 Searches per month.
- Less then 20L Google Competitions.
- Its should be generic keyword.
- We will only blog for USA or UK.
- We need to buy domain for that generic keywords as well.

» Find the niche keyword and create niche keyword family.

- We will create niche keywords family based on the niche keywords.
- Practical exercise

» Step by Step process for Google Adsense approval.

- Domain should be 4 to 6 month old.
- 4 to 6 blogs on site 1K words each blog
- No copied content
- Simple and not clustered site.
- Connect to Google Analytics/webmaster/business page
- Need 80 – 100 organic traffic for 13 day on your site
- 3 days approval process and then your account will be approved.

» How to create rich content blogs for more engagements.

- Use Videos
- Use slide shares
- Use twitter timeline
- Use images
- Use block quotes
- Use ebooks
- Use audio podcasts

» Adsense approval process for Youtube channel. -Bonus

- Practical exercise

Partners :



Java



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