

SEO



CURRICULUM

» SEARCH ENGINES

Types of SEO

- White Hat SEO
- Grey Hat SEO
- Black Hat SEO

» What are search Engines?

- Types of Search Engines
- How Search Engine Works and how they rank websites based upon a search term?
- What are Directories and how they differ from Search Engines?
- Difference between Search Engine and Directories
- What is site Popularity?
- How do you monitor the performance of your website in the search engines?
- What is the importance of search for website and how can SEO save valuable money in advertising expenses?
- Areas of Operation for Search Engine Optimization Professionals
- Uploading websites through FTP Software's like Filezilla Core FTP etc
- Dreamweaver, Basic of HTML
- HTML Static & Dynamic Website Optimization
- About Online Digital Marketing
- Affiliate Marketing

» On-page Optimization Activities

- Initial Site Analysis
- Importance of Domain names and Value
- Domain Selection
- Website Structure and Navigation Menu Optimization
- Advance Keyword Research
- Keyword Analysis
- Keyword Planning
- Keyword Application on Website
- Keyword Competition Review

- How to do SEO for Dynamic CMS like Joomla Wordpress Drupal etc
- Site Structure Analysis
- Title and Meta Tag Development
- H1, H2, H3 tags
- Anchor Text
- Header and Footer Links
- Image tag and it's attributes
- HTML validation using W3C
- URL renaming/re-writing
- Content Development Check
- Existing Web Content Optimization
- Creation of XML/HTML/Text Sitemaps
- Submitting Sites to Google and yahoo Webmasters
- Canonical/404 Implementation
- Robots.txt Creation
- Internal Link Strategy
- Google SEO Guideline

» Off-page Optimization Activities

- Introduction to off-Page Optimization
- Link Building and Link Exchange strategies
- Google Page Rank
- Directory Submission
- Search Engine Submission
- Social Bookmarking
- Article Distribution
- Press Release Distribution
- Google Map Submission
- Viral Marketing
- E-mail Marketing
- Geo Listing and Local Listing includes Classified
- Local and Regional Search Engine Indexing
- RSS feeds Submission
- Video Submissions
- Blog Creation, Weekly Posting and Blog Promotion
- Forum Posting

» SMO (Social Media Optimization):

How to optimize Social media and use it in favor of your Brand Building

How to do promotion on Social Networking Sites like:

- Facebook
- Twitter
- Linkeding and Many more

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

- Yahoo Buzz
- Digg
- Stumble upon and Many more

» In-Organic Search

- PPC Campain Management
- Google Adsense.
- Google Adwords (pay per Click)
- Google keywords Selection Tool.
- Google Web Analytic
- Google webmaster tool
- Ranking Report
- Keywords Ranking Report

» Additional Tactics

- Website & Competitor Analysis
- Website Content & Architecture Analysis.
- Keywords Research & Analysis
- Creating Effective Title.
- How to write SEO Friendly Content.

Partners :



Java



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