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| Course Duration for SEO |
| <ul style="list-style-type: none"> • 30 to 45 days |
| Objective For SEO Course |
| <ul style="list-style-type: none"> • Getting the student to be well trained in Digital Marketing |
| Eligibility for SEO Course |
| <ul style="list-style-type: none"> • Any Technical Graduates or Undergraduate |
| Let us take a look on what you will learn in Digital Marketing Training |

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| Search Engine |
| <ol style="list-style-type: none"> 1. What are Search Engines and Basics? 2. How Search Engines works? 3. Popular Search Engines. 4. Crawlers / Spiders 5. Visibility on Search Engines |
| Website and Basics |
| <ol style="list-style-type: none"> 1. What is Website? 2. Working of Websites. 3. Details about HTTP, HTTPS & FTP. 4. How to register Site? 5. Hosting of site? 6. Domain Extensions and Sub-Domains 7. HTML Basics 8. Schema.org |
| Keyword research and analysis |
| <ol style="list-style-type: none"> 1. What is Keyword? 2. What is Keyword Density? 3. Various types of Keywords. 4. Google trends 5. Keyword Proximity 6. Keywords Research & Analysis 7. Google Sandbox effect |

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| On page optimization |
| <ol style="list-style-type: none"> 1. Meta Tag Optimization 2. Image optimization 3. Creating/uploading Robots file 4. Creating/uploading HTML & XML Sitemap 5. Bold & Italic Tag 6. What is Page Rank? 7. 404 Error Redirects 8. 301 / 302 redirection 9. Competitor analysis 10. Pre/post-website analysis 11. Alexa report 12. Some Common SEO tools & plug-ins 13. Anchor Text 14. Heading tag |
| Advance SEO tools |
| <ol style="list-style-type: none"> 1. SEO Quake 2. Semrush 3. Alexa 4. Moz 5. Whois |

Syllabus for SEO



| Off page optimization |
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| <ol style="list-style-type: none">1. Blog Creation & Posting2. Article Submission3. Search Engine Submission4. Directory Submission5. Free Classifieds6. Forum Postings7. Social Bookmarking8. Documents / PPT & PDF Sharing9. Image Submissions10. Press Releases Submission |
| Algorithms and Updates |
| <ol style="list-style-type: none">1. What is Google Panda?2. What is Google Penguin?3. Google Rank Brain4. Google Humming Bird5. Query Deserve Freshness Algorithm6. Canonical Links7. What are Site Links? |
| Google Analytics |
| <ol style="list-style-type: none">1. Introduction to Google Analytics2. Creating/uploading Google Analytics code3. Google Analytics Cookies4. Admin Section in Google Analytics5. Dimensions & Metrics6. Various reporting tabs7. What are Sessions, bounce rate, new v/s returning users?8. Acquisitions from various channels, medium & sources.9. Custom Reporting in Google Analytics10. Goals & Funnels in Google Analytics11. Applying filters in Google analytics12. Email Tracking in Google Analytics13. Conversion Tracking in Google Analytics14. What are Annotations in Google Analytics? |

| Google Search Console/Webmaster tools |
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| <ol style="list-style-type: none">1. Structure Data2. Schema.org & Microformats.org3. Structured data testing tool4. Rich Cards5. Data Highlighter6. Accelerated Mobile Pages (AMP)7. International Targeting8. Search Analytics |