

SEO+SMO+PPC=Digital
Marketing

Duration: 30 Hours

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SEO
INDUSTRIAL
TRAINING

Basic of SEO

- ❖ What is SEO
- ❖ Type of SEO (White hat,black hat
- ❖ Black hat,White hat
- ❖ White is static,dynamic site,portal,Search engines,blog,Web app,Web Software

SEO Research and Analysis

- ❖ Key Metrics Used by Search Engines:
- ❖ How Search Engine Works
- ❖ SEO Research and analysis
- ❖ How to find suitable keywords
- ❖ Competitors website analysis
- ❖ SWOT Analysis
- ❖ SERP
- ❖ Tools for Keyword research

Website Design SEO Guidelines

- ❖ Content Research,Guidelines,Optimization
- ❖ Design & Layout
- ❖ Front Page analysis
- ❖ Check head section content and Sequence
- ❖ XML Sitemap and Navigation
- ❖ Check Page URLs
- ❖ Check appearance,responsive,device compatibility

On-Page Optimization

- ❖ Check Page Title
- ❖ Meta description and Keyword
- ❖ Order of Head Tag
- ❖ Headings
- ❖ Bold Text,Italic,Font-size,Font-Family,Image analysis,Page attribute
- ❖ Domain name, Canonical Tag
- ❖ Internal Link Buildings, Invisible Text
- ❖ Server and hosting
- ❖ Robots Meta Tag
- ❖ Doorway Pages ,301 redirects,404 error
- ❖ Duplicate Content
- ❖ HTML Validation using W3C

Off-Page Optimization

- ❖ Check Page Rank
- ❖ Link Popularity, Manage back links
- ❖ Directory Submission
- ❖ Social Bookmarking using FB,INSTA,LINKEDIN,Blogger,Twitter
- ❖ Blog Submission
- ❖ Links exchange, reciprocal link
- ❖ Submission to search engine
- ❖ RSS Feed Submission
- ❖ Press release submission
- ❖ Forum Link Building
- ❖ Competitor Link Analysis

Analytics

- ❖ **Google analytics**
- ❖ **Link analytics code on web page**
- ❖ **SEO Tools**
- ❖ **Keyword density analyzer tool**
- ❖ **Google tools**
- ❖ **Yahoo,bing tools**
- ❖ **Google search console**
- ❖ **Google Map and Google My Business**
- ❖ **Webmaster central**
- ❖ **Google adwords**

- ❖ **Open Site Explorer**
- ❖ **Website analysis**
- ❖ **Google Adword**
- ❖ **Google Adsense**



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