



## SEO TRAINING COURSE MODULES

### Internet & Search Engine Basics (Module 1)

- What is Internet Marketing?
- Importance of Internet Marketing
- Types of Internet Marketing Methods
- Basics of Search engines and Directory
- How the search engine works?
- Google Search Engine Architecture
- Search Engine Algorithms
- Google Algorithm Updates
- Page Rank Technology
- Panda Update and its Importance
- Latest Updates about Algorithms
- Understanding the SERP
- Using Search Operators
- Google Webmasters Tools
- Yahoo Site Explorer

### Keywords Research and Analysis (Module 2)

- Introduction to Keyword Research
- Business Analysis
- Types of Keywords
- Keyword Research Methodology
- Keywords Analysis Tools
- Adwords Tool / Wordtracker / Search Insights / Suggest
- Competition Analysis
- Finding the good keywords
- Localized Keywords Research
- Language Based Keywords



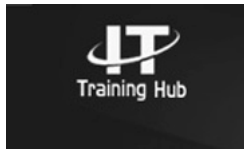
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### Onsite Optimization (Module 3)

- Onsite Optimization Basics
- Domain Names in SEO
- Website Structure and Navigation
- Creating Filenames in Site
- Title Tag Optimization
- Meta Tags Optimization
- Copywriting and SEO Copywriting.
- Header Optimization
- Anchor Links Optimization
- Snippets Creation
- Iframes / Frames affect on SEO
- Image Tag Optimization
- Footer Optimization
- Creating an txt, xml sitemaps
- Sitemap Generation Tools
- URL Rewrite Techniques
- Using Robot.txt
- Malware Removal Guidelines
- Black Hat SEO techniques

### Offsite Optimization (Module 4)

- Introduction to Offsite Optimization
- Submission to search engines
- Linking Building Methodology
- Types of Linking Methods
- Free Links / Paid Links
- Directory Submissions for SEO



## SEO TRAINING COURSE MODULES

- Local Business Listing
- Classifieds Posting
- Forum Signatures and Commenting
- Using Blogs for SEO
- Blog Commenting
- Writing a Press Release
- Article Submissions
- Video Submissions
- Social Media Optimization
- Social Networking Concepts
- Social Bookmarking
- RSS Feeds

### **Reports and Management (Module 5)**

- Website Position Analysis
- Introduction to Google Analytics
- Installing Google Analytics
- Basics of Google Analytics
- Visitors Reports
- Geographic Reports
- Traffic Sources Reports
- Keywords Reports
- Goals and Conversions
- User Access and Reports Sharing