

SEO/SEM Training

SEO/SEM Courses

Professional SEO Course

➤ Search Engine Basic

- Internet.
- Website
- Portals
- Search Engines
- Directories
- Search Engines V/S directory
- Major search engines and directories
- Page Rank
- Google Sandbox effect
- Essentials of good website designing.
- Domain
- Hosting
- How the Search Engine works

➤ On Page Optimization

- Meta Tags
- Description
- Keywords
- Creating Robots file
- Header and footer
- Creating sitemaps
- Optimizing Seo content
- Image tag optimization
- Google webmaster tools
- Yahoo Feed Submission

➤ Off Page Optimization

- Submission to search engines
- Local marketing
- Directory Submission
- Blog Submission
- Article Submission
- Free Classifieds
- Forums
- Press Releases
- Video optimization
- Link Building
- How to promote home page
- How to promote subsequent pages of the website

➤ Professional SEM Course

- Google Adwords / Pay Per Click
- Pay Per Click Overview
- Industry related Keywords Research
- Competitors Website Analysis
- Google Ad words concept
- Traffic Monitoring
- Ad Monitoring
- How Google Ad words work
- Keywords Bidding Strategy & Bidding Management
- How to create Ad
- How can make better landing page
- Setup PPC Campaign
- Create reports for PPC

➤ Social Media Optimization(SMO)

- Google Adsense
- Affiliate marketing
- SMS Marketing
- Google Analytics
- Social Bookmarking
- Viral marketing

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➤ Keywords Research and Analysis

- SWOT Analysis of Website
- Target segmentation
- Keyword research
- Competitor analysis
- Finding Appropriate Keywords.

Total Duration : 1 Month

Total Fees : Rs 12,000 (One Time Payment at the time of Admission)