



Become a SEO Expert

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1.5-2 Months

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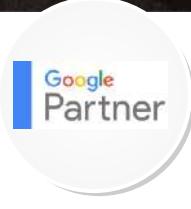
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2017

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In Media



NEWS

HT Media Invests \$3.6 Mn In Digital Marketing Startup DigiPerform

11 Jan 19 | By Dipen Pradhan

THE WALL STREET JOURNAL

THE ECONOMIC TIMES

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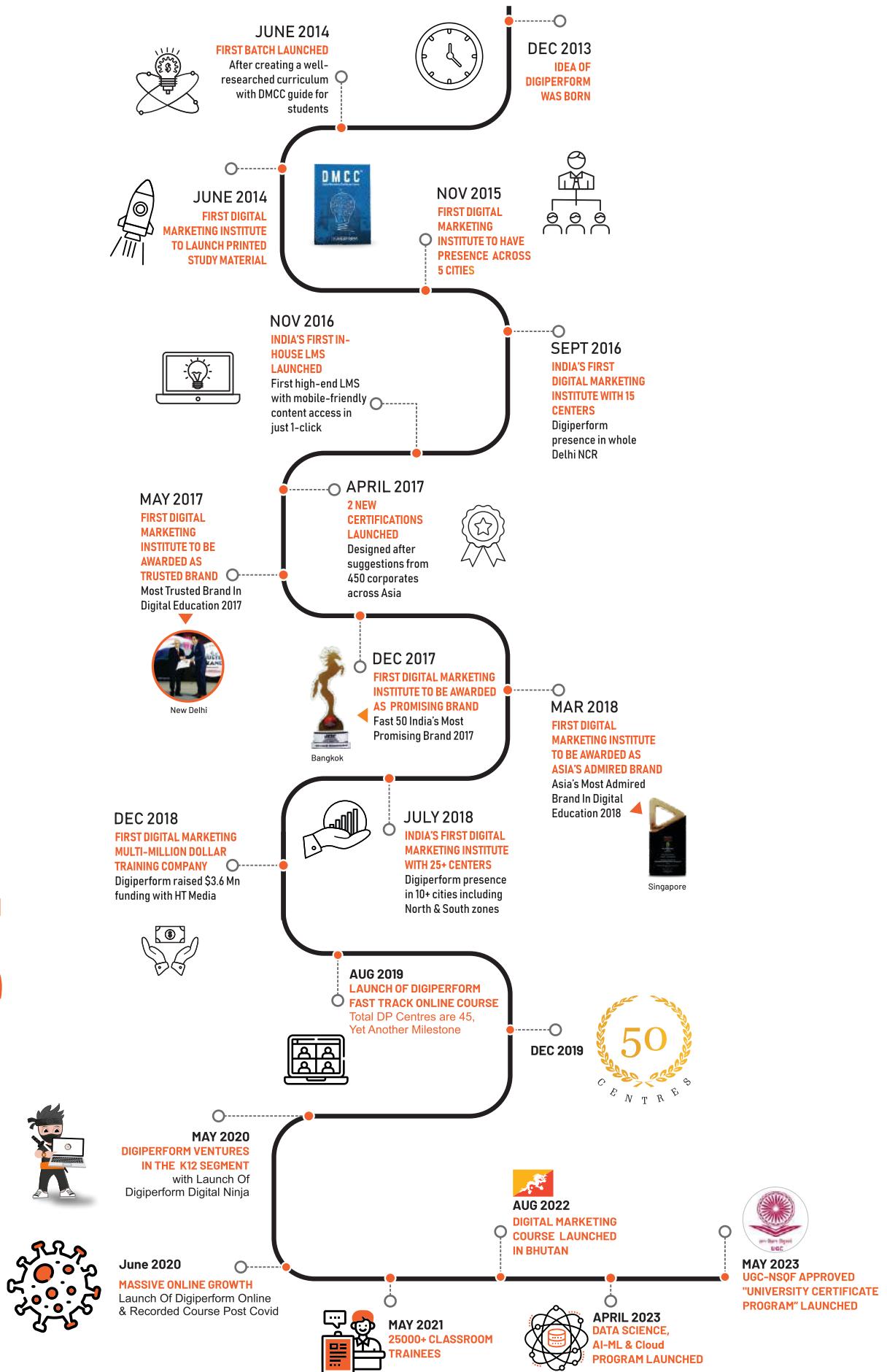
ZEEBUSINESS

TIMESJOBS

THE NEW
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The Digiperform Journey



Many More Milestone To Come

Digiperformer's are working at



»» Search Engine Optimization

MODULE 1:

Marketing Foundation

- History of Marketing
- Traditional vs. Digital Marketing



MODULE 2:

Digital Marketing Ecosystem

- The Current Opportunity
- Digital Marketing Channels
- Careers in Digital Marketing



MODULE 3:

Digital Consumer Behaviour

- Digital Consumer Journey
- Understanding Online Business Goals



MODULE 4:

Building Your Business Website

- Buying Domain & Hosting
- Understanding C-panel
- Installing Wordpress
- Customizing Theme
- Building Home Page & Blog
- Adding One Squeeze Page
- Customizing Menu
- Customization Practice & Doubt Session



MODULE 5:

Introduction to SEO

- Search Engine & Its functions
- Why SEO
- Definition of SEO
- SEO Ranking Factors
- SEO Algorithms



SEO Specialist

Earning 25k As An SEO Specialist

I got placed as an SEO Specialist right after completing the course.



Priya Pradhan

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SEO Keyword Research

- What is keyword
- Types of keywords
- Keyword Selection Tools
- Keyword Mapping on Pages and Posts



On Page SEO: Content Optimization

- Importance of seo content
- Keywords Density & proximity in content
- Ideal Content Length for posts and pages
- Unique content and avoiding plagiarism
- SEO content writing cheatsheet



On Page SEO: Technical & HTML

- Title Tag
- Description Tags
- Robots Tag
- Anchor Text
- Image & Heading Tags
- URL Optimization & Site Structuring



MODULE 6 :

Local SEO

- Google Business Profile Optimization
- Classified Optimization
- NAP Optimization



Google Search Console Tool

- Setting Up Search Console
- Key GSC Reports
- Sitemap Management
- Optimization for Mobile View



Off Page SEO: Link Building Techniques

- Types of Links
- Back Link Analysis
- Submission Based Link Building Techniques
- Content Based Link Building Techniques
- Outreach Based Link Building Techniques



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One...

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2500+
Batches

40+
Centres