

SEO TRAINING FOR PROFESSIONALS - TOPICS

- **Introduction to Search Engines**
 - Search Engines
 - How a Search Engine Works
 - Definitions & Algorithms
 - Nature of Search Engines
 - Crawlers, Robots, Spiders
 - Online sourcing patterns
- **Planning & Research**
 - Keywords Research & Tools
 - Competition Analysis
 - Website Analysis & Reporting
 - SEO Strategy Making
 - SEO Process Planning
- **On Page Optimization**
 - Meta & Alt Tag Management
 - Content Management
 - Keyword Interlinking & Internal Link Building
 - Filenames & Resource Naming Norms
 - Doorway Domains & Landing Page Optimisation
 - Visitor Tracking & Reporting
 - Working with XML Sitemaps & .htaccess files
- **Off page Optimisation**
 - Directory submissions

- Article submission & blogging
- Social media strategies & plans
- Direct link building / one way links
- Reciprocal link building
- Three way link building

- **Generic Sessions**
 - How can Social Media Campaigns get more traffic
 - Matching new search engine parameters
 - SEO for WordPress or Joomla Website
 - SEO for Forums & Discussion Portals
 - Optimizing Image & Video Search
 - Mutli-lingual SEO Basics
 - Optimize on Mobile & Local Search