SEO Course Outline

It's a matter of just 2 months to be a an Expert in SEO Marketing

Get yourself **ENROLLED** in the advance SEO Marketing course;

See below our detailed course outlines

On-Page Optimization:

1. What is marketing?
2. SERP & Snippet
3. What is SEO?
4. Why SEO is Important?
5. Why Search Engines are important?
6. How does a Search Engine works?
7. When client can see the Results?
8. Major Google Updates
   1. Google Penguin
   2. Google Panda
   3. Google Hummingbird
   4. Google Pigeon
   5. Google Possum
   6. Google Mobile Gadden
   7. Google Rank Brain
   8. Google Fred
   9. Google Medics
9. Keyword Stuffing
10. What is Google Sandbox?
11. Do-Follow links & No-Follow links
12. In-bound links & Out-bond links
13. Internal links & External links
14. Robots.txt file
15. SEO Audit
    1. Checking of Backlinks
    2. Existing SEO History
    3. Existing Indexed URLs Detail In Google
16. Competitors Analysis

17. Keywords Research & Selection
    1. Keyword Planner
    2. Keyword Competition
    3. Keyword Searches
18. Keyword Optimization
19. Keyword Cannibalization
20. Canonicalization Factor
21. Redirects (301, 302, 404, 5xx)
22. Meta Tags Generations
23. Set Targeted URLs for SEO
    1. Meta Title
    2. Meta Description
    3. Page name (URLs)
24. Page Heading (H1,H2,H3,H4,H5,H6)
25. Content
26. Image alt tags
27. Bold text
28. Internal links Importance
29. XML Sitemap Creations
    1. XML Sitemap Submission in Webmaster
30. URL Structure Optimization
    1. URL re-writing
        1. HTML websites
        2. Core PHP websites
        3. WordPress websites
        4. etc.
31. Heading Tag Optimization
32. Content Optimization (Suggestions)
33. Anchor Text Optimization
34. Images Optimization
    1. Title Attribute for Images
    2. Alt Tags Optimization
35. Internal Link Building on Website Navigation
36. Target Key-Phrase Prominence
37. Accessibility of Navigation
38. On-Page Links Analysis for Targeted Keywords
39. Google Analytics Setup
40. Google Webmaster Tool Setup

41. SEO Reporting
    1. Daily Base Working Report
    2. Weekly Reporting
    3. Monthly Reporting
42. Daily Working Structure Setting

Off-Page Optimization:

1. Social Bookmarking
2. Business Directory Submissions
3. Classified Ads Posting
4. Blog Submissions
5. Web 2.0
6. Article Submissions
7. Business Profile Listings
8. Blog Comments
9. Forum
10. Info-graphic Sharing
11. Image Sharing
12. Microblogging
13. Social Sharing
14. Guest Posting
15. Search Engine Submissions
16. Private Blog Networks PBN
17. Links Wheel