



Effective SEO implementation on a WordPress website

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NETRI- A Digital learning platform

Website: <https://www.netri.handforhelpfoundation.com/>

Facebook: <https://www.facebook.com/Netri.digital/>

Linkedin: <https://www.linkedin.com/company/76528063/>

[Instagram](#)

Implementing SEO for a learning platform like NETRI involves various steps to enhance online visibility and attract the target audience. Here is a step-by-step guide:

1. Keyword Research:

- Use Google Keyword Planner to identify relevant keywords in the education and learning domain.
- Choose focus keywords that align with NETRI's courses, target audience, and industry trends.
- Consider long-tail keywords for specific courses or offerings.

2. On-Page Optimization:

- Optimize Title Tags: Include target keywords in title tags for each page.
- Meta Descriptions: Write compelling meta descriptions with relevant keywords.
- Header Tags: Use H1, H2, and H3 tags for headings with keywords.
- URL Structure: Create SEO-friendly URLs that are concise and include keywords.

3. Content Optimization:

- Develop High-Quality Content: Create informative, engaging, and valuable content for learners.
- Use Keywords Naturally: Integrate target keywords into content naturally and avoid keyword stuffing.
- Regular Updates: Keep content fresh and updated to show relevance.

4. Mobile Optimization:

- Ensure the website is mobile-friendly for a seamless user experience.
- Optimize images and multimedia elements for mobile devices..

5. Backlink Building:

- Develop a backlink strategy to acquire high-quality and relevant backlinks.
- Guest posts, collaborations, and partnerships can help build a strong backlink profile.

This is a ongoing process, we are going to update it day by day

1. Keyword Research and its result with explanation

Page Name	URL	Keyword List
Graphics Designing Course	Link	Graphics Design Course Adobe Professional Course Online certified course Photoshop course Illustrator Course Graphics design for beginners

Python Fundamental Course	Link	python fundamental course learn python online python language course python beginner course best python programming course basics of python coding
Web Development Course	Link	web development course Full stack Developer Course certification Online online web development course Website development course web Design course Responsive web design front end developer Course
Digital Marketing Course	Link	digital marketing course seo course content marketing course digital marketing certificate SEO techniques learn digital with google digital marketing course in Dhaka

Keyword analyzation for Graphics Design course:

Our target is to attract the audience who want do graphics design course online and adobe software courses. That why we have used these keyword as focused keywords and which have also good result on keyword planner

<input type="checkbox"/>	graphics design course	1K – 10K	0%	0%	Low	–	\$0.04	\$0.36
<input type="checkbox"/>	online graphics design cour...	100 – 1K	0%	0%	Low	–	\$0.03	\$0.32

<input type="checkbox"/>	adobe illustrator course	10 – 100	0%	0%	Low	–	\$0.07	\$0.38
<input type="checkbox"/>	adobe photoshop course	10 – 100	0%	0%	Low	–	–	–

Keyword analyzation for Python fundamental course:

For this page we also want to focus on the online course audience, And fundamental basic python course audience. Here we have focused on following keywords for our content.

<input type="checkbox"/>	learn pyhton online	10 – 100	0%	0%	Low	–	\$0.13	\$1.60
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<input type="checkbox"/>	python language course	100 – 1K	0%	0%	Low	–	\$0.08	\$0.70
<input type="checkbox"/>	python fundamentals	10 – 100	0%	0%	Low	–	–	–

Keyword analyzation for Web development course:

For this course we have focused on full stack web development course, online course audience and also the audience who want a certificate of full stack development course.

<input type="checkbox"/>	web development course	1K – 10K	0%	+900%	Low	–	\$0.04	\$0.52
<input type="checkbox"/>	full stack developer cou...	10 – 100	0%	0%	Low	–	\$0.09	\$0.42
<input checked="" type="checkbox"/>	web design course	100 – 1K	0%	0%	Low	–	\$0.03	\$0.46
<input type="checkbox"/>	full stack developer bootcamp	10 – 100	++	0%	Low	–	–	–
<input checked="" type="checkbox"/>	web developer certification	10 – 100	0%	0%	Low	–	–	–

Keyword analyzation for Digital Marketing course:

Here we focused on SEO course, some audience who want to specially learn SEO in digital marketing course. As well as we want to focus on online course audience .

<input type="checkbox"/>	digital marketing course	1K – 10K	0%	0%	Medium	–	\$0.06	\$0.62
<input type="checkbox"/>	content marketing course	10 – 100	0%	0%	Low	–	\$0.20	\$0.80
<input type="checkbox"/>	seo course	100 – 1K	0%	-90%	Low	–	\$0.04	\$0.21
Keyword ideas								
<input type="checkbox"/>	digital marketing certificate	100 – 1K	0%	0%	Low	–	\$0.20	\$1.32
<input type="checkbox"/>	digital marketing course online	100 – 1K	0%	0%	Medium	–	\$0.11	\$1.26

2. Meta Tags: Meta Title , Meta Description, URL using keywords

<https://www.netri.handforhelpfoundation.com/graphics-designing-course/> :

Graphics Designing Course: Adobe Professional Course for...

Unlock your creativity with our **Graphics Designing Course** in 2023. Learn Adobe Professional tools – Illustrator, Photoshop, and more. Online certified...

<https://www.netri.handforhelpfoundation.com/python-fundamental-course/> :

Python fundamental course - Best Beginner Course in 2023

Unlock the power of Python with our **Python fundamental course**. Best online learning for Python beginners. Master Python coding with the basics. Join now!

<https://www.netri.handforhelpfoundation.com/web-development-course/> :

Full Stack Web Development Course in 2023

Master the art of web development with our online Full Stack **web Development course**. Get certified and boost your career with our comprehensive website...

<https://www.netri.handforhelpfoundation.com/digital-marketing-course/> :

Digital Marketing course with SEO & Content Marketing in2...

Learn **digital marketing course** with the proper knowledge of SEO course , content marketing, Email Marketing. SEO friendly WordPress site creation and Ad...

Use Of SEO RANK MATH PLUGIN IN WORDPRESS->

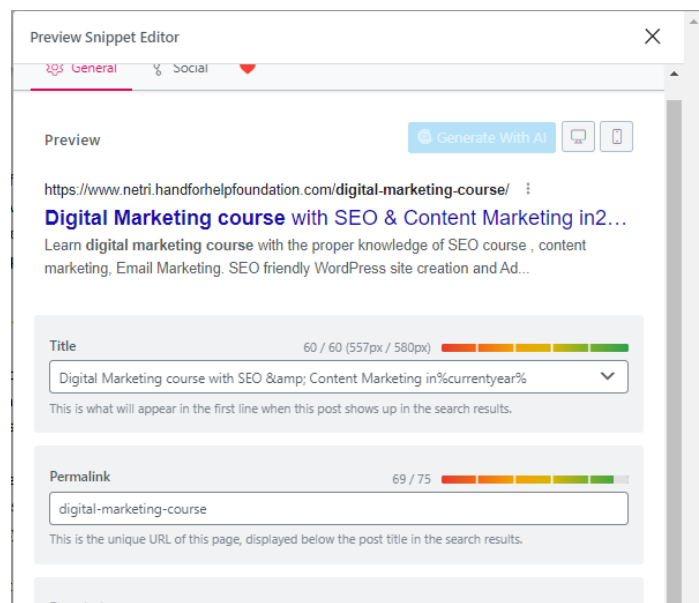


Image ALT TEXT



Edit Image

Uploaded on: September 28, 2023
Uploaded by: [admin](#)
File name: pngwing.com_.png
File type: image/png
File size: 184 KB
Dimensions: 1200 by 1200 pixels

Alternative Text

[Learn how to describe the purpose of the image.](#) Leave empty if the image is purely decorative.

Title

Caption

Description

File URL:

Required fields are marked *

☐ Exclude this attachment from sitemap



Edit Image

Uploaded on: February 7, 2023
Uploaded by: [admin](#)
File name: html.png
File type: image/png
File size: 9 KB
Dimensions: 200 by 200 pixels

Alternative Text

[Learn how to describe the purpose of the image.](#) Leave empty if the image is purely decorative.

Title

Caption

Description

File URL:



Edit Image

Uploaded on: December 8, 2022
Uploaded by: [admin](#)
File name: seo.png
File type: image/png
File size: 16 KB
Dimensions: 200 by 200 pixels

Alternative Text

[Learn how to describe the purpose of the image.](#) Leave empty if the image is purely decorative.

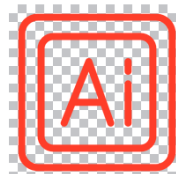
Title

Caption

Description

File URL:

Required fields are marked *



Edit Image

Uploaded on: May 21, 2022
Uploaded by: [admin](#)
File name: illus.png
File type: image/png
File size: 6 KB
Dimensions: 200 by 200 pixels

Alternative Text

[Learn how to describe the purpose of the image.](#) Leave empty if the image is purely decorative.

Title

Caption

Description

File URL:

3. Uses of Keywords in website:

The keywords of the from the above table used in following sections for multiple times.

<https://www.netri.handforhelpfoundation.com/digital-marketing-course/#highlights>

<https://www.netri.handforhelpfoundation.com/digital-marketing-course/#main>

<https://www.netri.handforhelpfoundation.com/python-fundamental-course/#highlights>

<https://www.netri.handforhelpfoundation.com/python-fundamental-course/#main>

<https://www.netri.handforhelpfoundation.com/web-development-course/#highlights>

<https://www.netri.handforhelpfoundation.com/web-development-course/#main>

<https://www.netri.handforhelpfoundation.com/graphics-designing-course/#highlights>

<https://www.netri.handforhelpfoundation.com/graphics-designing-course/#main>

4. Linking Strategy:

Outbound Linking:

Prerequisites – Not mandatory

Chrome Browser Should be installed In desktop or Laptop if [click here](#)
Should have proper Idea of Internet Browsing.

Prerequisites – Not mandatory

Install Python on your Device . to install follow this [click here](#)

Prerequisites – Not mandatory

Empower your coding journey with Visual Studio Code – a versatile, lightweight, and powerful editor. Boost productivity, explore extensions, and unleash your coding potential effortlessly. Install VS Code today and experience coding like never before!
[click here](#)

Inbound Links: please Visit these Site to get our inbound Links

1. <https://www.linkedin.com/feed/update/urn:li:activity:7140006619639083008>
2. <https://handforhelpfoundation.com/associated-institution/#netri>
3. <https://www.facebook.com/Netri.digital/>
4. https://www.instagram.com/netri.____?igsh=NGszenozdDZ3a2oy

Social Media marketing strategy:

We have four Campaign on our Facebook page, those will promote our 4 courses of our institution. We have focused on increasing website traffic in our Facebook campaigns. But we have targeted different audience for different post. Which are discussed below:

Campaign types: **Website Traffic Campaign:**

- **Goal:** Create Awareness and publicity and get response from interested audience
- **Ad Objective:** Website Clicks.

Campaign	Audience with Interest	Audience with Demographics
Awareness Campaign	Computers Freelancer Digital marketing Web development Graphics design Python learning	At university University graduate High school leaver Professional degree BE in CSE BBA Computer science Information of Technology (IT)

Campaign types: **Website Traffic Campaign:**

- **Goal:** Increase website visits.
- **Ad Objective:** Website Clicks.


Age limit- 18-45

Campaign	Audience with Interest	Audience with Demographics
Graphics Design Course	Digital art Freelancer (careers) Adobe Illustrator Adobe Photoshop (software) Adobe Photoshop Tutorials Graphic design (visual art) Motion graphics	BBA Sales management Product Management Freelancer Adobe BE in CSE At high school

		At university
Web Development Course	Web design (websites) Web development (websites) Freelancer (careers) Technology	BE in CSE Computer science Bachelor Business of Administration Computer engineering Information and Computer Science BBA
Digital marketing course	Digital marketing (marketing) SEO Marketing Technology	BBA Bachelor of Commerce Bachelor Business of Administration BBA Marketing BE in CSE Computer Science & Engineering (CSE) Owner Owner and CEO At university At high school Professional degree
Python fundamental Course	Data science (information technology) Python (programming language) Artificial intelligence (computing) Machine learning (computing) Software development (software) Technology	BE in CSE Computer science Computer engineering Programmer Engineering technician Data Science Software Development Engineer in Test At high school At university Software Development Engineer

National Educational Technology & Research Institution
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Unleash your creativity with our Graphics Design Course at NETRI! Elevate your design skills and turn imagination into captivating visuals. Join now for a visual journey!
For detailed information visit Our Website:
<https://www.netri.handforhelpfoundation.com/graphics.../>
[#graphicsdesignercourse](#) [#graphicsdesign](#)



LEARN GRAPHICS DESIGNING ONLINE

COURSE HIGHLIGHTS

- Topics and features of Adobe Photoshop
- Hands on advanced functions, tools, and features of Adobe Illustrator
- Be a master in graphic designing
- Create digital and print media
- Get career support

FOR RECOMMENDED CLASSES

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Graphics Designing Course: Adobe Professional Course for Illustrators...

Learn more

Like Comment Share

Write a comment...

Audience ⓘ

Who should see your ad?

Advantage audience ⓘ

This audience is based on your Page details and will automatically adjust over time to reach more people who have interests related to your business.

Audience details ⓘ

Location – Living in: Bangladesh: Mirpur 10 (১০ (+5 km), Jurain, Dhaka (+5 km) Dhaka Division
Age: 18-65+
People who match: Interests: Digital art, Freelancer, Adobe Illustrator, Adobe Photoshop, Adobe Photoshop Tutorials, Graphic design or Motion graphics, School/University: BBA, Field of study: BE in CSE, Employers: Freelancer or Adobe, Job title: Sales management or Product Management
Advantage detailed targeting: On

People you choose through targeting

People who like your Page

People who like your Page and people similar to them

People in your local area

Create New

Graphics design course

National Educational Technology & Research Institution
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Navigate the digital landscape with NETRI's Digital Marketing Course! From SEO to social media strategies, master the art of online promotion. Join us and boost your digital presence! For more detailed information Visit our website: <https://www.netri.handforhelpfoundation.com/graphics.../> #LearnDigitalMarketing #digitalmarketing



MASTER IN DIGITAL MARKETING
Boosting your business skills from planning to promotion.

COURSE HIGHLIGHTS

- SEO Course (Beginner to Advanced)
- Content Marketing
- Social Media Strategies
- Analytics and Insights
- Email Marketing
- Brand Building
- Lead Generation
- Conversion Rate Optimization
- Social Media Advertising
- Influencer Marketing
- Video Marketing
- Podcasting
- Affiliate Marketing
- E-commerce Marketing
- Mobile Marketing
- Local SEO
- International SEO
- Voice Search
- Chatbots
- Virtual Reality
- Augmented Reality
- Blockchain
- Cryptocurrency
- NFTs
- Smart Contracts
- DeFi
- DAOs
- ICOs
- STOs
- Security
- Privacy
- Compliance
- Regulation
- Taxation
- Insurance
- Banking
- Finance
- Real Estate
- Healthcare
- Education
- Retail
- Manufacturing
- Logistics
- Supply Chain
- Agriculture
- Energy
- Environment
- Sustainability
- Innovation
- Research & Development
- Intellectual Property
- Patents
- Trademarks
- Copyrights
- Trade Secrets
- Data Protection
- Cybersecurity
- Information Security
- Risk Management
- Crisis Management
- Business Continuity
- Disaster Recovery
- Insurance
- Legal
- Accounting
- Finance
- Taxation
- Investment
- Retirement Planning
- Estate Planning
- Wealth Management
- Personal Finance
- Family Office
- Private Equity
- Venture Capital
- Angel Investing
- Crowdfunding
- Initial Coin Offering (ICO)
- Security Token Offering (STO)
- Initial Public Offering (IPO)
- Secondary Market
- Derivatives
- Fixed Income
- Equity
- Real Estate
- Commodities
- Cryptocurrency
- NFTs
- Digital Art
- Virtual Reality
- ENROLL NOW**

NETRI.HANDFORHELPFOUNDATION.COM

Graphics Designing Course: Adobe Professional Course for Illustrators...

Learn more

Like Comment Share

Audience ⓘ

Who should see your ad?

Advantage audience ⓘ

This audience is based on your Page details and will automatically adjust over time to reach more people who have interests related to your business.

Audience details ⓘ

Location – Living in: Bangladesh: Mirpur 10 | মিরপুর ১০ (+6 km), Jurain, Dhaka (+6 km) Dhaka Division
Age: 18-65+
People who match: Interests: Digital marketing, Education Level: At high school, At university or Professional degree, School/University: BBA, Bachelor of Commerce or Bachelor Business of Administration, Field of study: BBA Marketing or BE in CSE, Employers: Computer Science & Engineering (CSE), Owner or Owner and CEO
Advantage detailed targeting: On

People you choose through targeting ☐

People who like your Page ☐

People who like your Page and people similar to them ☐

People in your local area ☐

Create New

DIGITAL marketing course

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Unleash your creativity with our Graphics Design Course at NETRI! Elevate your design skills and turn imagination into captivating visuals. Join now for a visual journey! 🎨🔥 For More Details Visit our Website: <https://www.netri.handforhelpfoundation.com/python-fundamental-course/> #graphicsdesign #graphicsdesignercourse



PYTHON PROGRAMMING
FROM BASIC TO ADVANCED
WITH THE BEST INSTRUCTOR

ONLINE COURSE

COURSE HIGHLIGHTS

- Comprehensive Learning
- Hands-On Practice
- Experienced Instructors
- Flexible Schedule
- Interactive Learning
- Certification

ENROLL NOW

netri.handforhelpfoundation.c...

Python fundamental course - Best Beginner

Learn more

Audience ⓘ

Who should see your ad?


Advantage audience ⓘ

This audience is based on your Page details and will automatically adjust over time to reach more people who have interests related to your business.

Audience details ⓘ


Location – Living in: Bangladesh: Mirpur 10 | মিরপুর ১০ (+5 km), Jurain, Dhaka (+5 km) Dhaka Division
Age: 18-45
People who match: Interests: Data science, Python (programming language), Artificial intelligence, Machine learning or Software development, Education Level: At high school or At university, Field of study: BE in CSE, Computer science, Computer engineering, Programmer or Engineering technician, Employers: Software Development Engineer, Job title: Data science or Software Development Engineer in Test
Advantage detailed targeting: On

Python Course



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Dive into the world of coding mastery with NETRI's Full Stack Web Development Course! Build dynamic websites and applications. Your coding journey begins here!
 For detailed information visit our website
<https://www.netri.handforhelpfoundation.com/web.../>
[#FullStackDevelopment](#) [#WebDesign](#) [#learnwebdevelopment](#) [#learnwebdesign](#)



COMPLETE WEB DEVELOPMENT COURSE
COURSE HIGHLIGHTS

- HTML, CSS, and JavaScript
- React.js
- Backend for Responsive Design
- Full Stack Dynamic Websites
- Database Management with MySQL
- WordPress Development
- Certification for Career Growth
- Online Learning Convenience

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Full Stack Web Development Course in 2023

[Like](#)
[Comment](#)
[Share](#)

Audience

Who should see your ad?

Advantage audience
 This audience is based on your Page details and will automatically adjust over time to reach more people who have interests related to your business.

Audience details
 Location – Living in: Bangladesh: Mirpur 10 | মিরপুর ১০ (+5 km), Jurain, Dhaka (+5 km) Dhaka Division
 Age: 18-65+
 People who match: Interests: Web design, Web development or Freelancer, School/University: BBA, Field of study: BE in CSE, Computer science, Bachelor Business of Administration, Computer engineering or Information and Computer Science
 Advantage detailed targeting: On

☐ People you choose through targeting

☐ People who like your Page

☐ People who like your Page and people similar to them

☐ People in your local area

[Create New](#)

Web development Course

Campaigns
Sikandar Siff (335635645310422)
 4 ads with errors
 Updated just now
 Discard Drafts
 [Review and publish \(15\)](#)

This month: 1 Dec 2023 - 26 Dec 2023

Campaigns
1 selected

Ad sets
1 selected

Ads
1 selected

[+ Create](#)
[Duplicate](#)
[Edit](#)
[A/B test](#)
[Rules](#)
View Setup
Columns: Performance
Breakdown
Reports
Export

	Off/On	Campaign	Delivery	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Python Course	In draft	Highest volume	₹1,000.00 Daily	–	–	–	–	–	–
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Digital Marketing Course	In draft	Highest volume	₹1,000.00 Daily	–	–	–	–	–	–
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Awareness campaign	In draft	Highest volume	₹1,000.00 Daily	–	–	–	–	–	–
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Web development Course	In draft	Highest volume	₹1,000.00 Daily	–	–	–	–	–	–
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Graphics Design Course campaign	In draft	Highest volume	₹1,000.00 Daily	–	–	–	–	–	–
Results from 5 campaigns							–	–	–	–	–
							Accounts Centre acco...	Total	–	–	–

Updates

Add payment method
 There's a problem with the payment method for Sikandar Siff. You'll need to add or update the payment information before you can publish ads.

[Add payment method](#)