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Search Engine Optimization(SEO)

Modules	Topics
Discussion On Search Engine Optimization	❖ **Discussion on Search Engine Optimization (SEO)** 1. What is Search Engine 2. Why we use Search Engines 3. What is Search Engine Optimization (SEO) 4. Why does my website need SEO? 5. Why can't the search engines figure out my site without SEO? 6. Can I do SEO for myself or my business? 7. Order of SEO
Making Your Blog Site	❖ **Making your blog site:** 1. Your Target Audience 2. Planning 3. Maintenance 4. Networking 5. Branding 6. How to make a blog using blogger.com 7. Keyword Research & Analysis using tool 8. Identifying and building your initial keyword list 9. SE Friendly Domain Selection Process 10. Website planning & Site Structure
Keyword Research	❖ **Keyword Research:** 1. Keyword Research and Selection 2. Optimize Keywords in Anchor Text 3. Optimize Your Keyword Density 4. Keyword Density calculation formula and checking tool 5. Text Modifiers to Emphasize Your Keywords 6. Discussion on LSI & LTK Keywords 7. Keyword Research Tips & Ideas 8. Using Google Insights for Search and Google Trends for Keyword Research
(Practical + Theory Session) On-Page Optimization Title Tag Optimization	❖ **(Practical + Theory Session) On-Page Optimization Title Tag Optimization:** 1. Optimize Keywords in Title Tag 2. Knowing the latest updates

Contact Info:
31 Malek Tower (9th floor- 2nd lift) Farmgate, Dhaka,
Bangladesh.
Contact: +88 01626-523929
E-mail: smtbangladesh@yahoo.com
Web:www.nextadmission.com

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Meta Description:	❖ **Meta Description:** 1. Meta Tag Checker 2. Optimize Keywords in Description Meta Tag
Meta Keywords:	❖ **Meta Keywords:** 1. Knowing Meta Keyword Tag 2. Importance of MKT from SE perspective
Heading Tags	❖ **Heading Tags:** 1. Optimize Keywords in Heading Tags
Image ALT Tag	❖ **Image ALT tag :** 1. Complete image optimization techniques & guidelines
Internal Links	❖ **Internal Links:** 1. What is an Internal Link 2. Why is Internal Linking important 3. Examples of good Internal Linking practices 4. Tips on Internal Linking 5. Applying Internal Linking practice in your blog
URL Structure	❖ **URL Structure:** 1. Search Engine friendly URL optimization 2. EMD or Keyword Rich Domain 3. Domains with dash/hyphen 4. Importance and value of Domain extension 5. Domain length issue 6. Optimize Keywords in Permalink Sitemap Submission & Robots.txt
Content Optimization:	❖ **Content Optimization:** 1. Setting up optimized Blog Post Title 2. Do Post Titles Make Difference to SERPs? 3. Writing Purposeful Post Titles 4. Make Descriptive Post Titles 5. Use synonyms to make your post Title unique from others 6. Word limit for an optimized Blog Post 7. Content Siloing 8. Reducing Bounce Rate of Your Blog

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Content Optimization:	9. Checking duplicate content using tool 10. Clever post title ideas
Setting up your site/blog using WordPress:	❖ **Setting up your site/blog using WordPress:** 1. Domain pointing to hosting server 2. Add domain on cPanel using "Addon Domain" 3. Installing WordPress 4. Uploading and installing Themes 5. Installing important WP plugins 6. How to publish an optimized article in Wordpress 7. How to manage WordPress SEO plugin when publishing article
Off-page Optimization	❖ **Off-Page Optimization:** 1. Directory submission 2. Social Bookmarking 3. Guest Posting/Blogging 4. Forum Posting 5. Blog Comment Posting 6. Article Submission 7. The concept of Dofollow/ Nofollow Backlinks 8. Yahoo Answers 9. Link Wheel 10. Web 2.0 11. Tiered link building process 12. Info graphic Back link 13. Video Promotion, and other form of back link process effective now a days.
Tools, Add-On's & Extensions: Discussion on different SEO Tools	❖ **Tools, Add-On's & Extensions: Discussion on different SEO Tools:** 1. Backlink checker tools, techniques and counts 2. Checking the Backlink of a site/link 3. StatCounter & other web analysis tools 4. SEO Power Suite
Backlink age, authority, popularity: Discussion on Backlinks:	❖ **Backlink age, authority, popularity: Discussion on Backlinks:** 1. Backlink age 2. Backlink authority 3. Backlink popularity 4. How to get high quality backlinks
Search Engine Ranking Factors	❖ **Search Engine Ranking Factors:** 1. Different SE Ranking factors will be discussed in more details.

Google Panda & Penguin Update and recovery tips (including any other latest updates) Google Webmaster Central	❖ **Google Panda & Penguin Update and recovery tips (including any other latest updates) Google Webmaster Central:** 1. Webmaster tools setup & its basic uses
Google Web Analytics	❖ **Google Web Analytics:** 1. Web Analytics Code Installation & its basic uses to plan your next strategy
Discussion	❖ **Discussion:** 1. On SEO and related projects in Online Freelance Marketplaces like Upwork, Freelancer and Elance.com. Some micro freelance marketplaces will also be shown for extra working opportunities.