

Web Introduction

What is www (World Wide Web)?
Use of Search Engines
Working of Search Engines
What is Web Hosting?
What is domain and blog?

On Page Optimization

Website Structure Optimization
Title Optimization
Meta Description Optimization
Meta Keywords Optimization
Header Tags Optimization
Content Optimization
URL Structure
Internal Links Optimization
Anchor Text Optimization
Image Optimization
Browser Compatibility Checking
Broken Link Check
Keyword Density

Off Page Optimization

Link Building
Article Marketing
Blog Marketing
Blog Creation
Directory Submissions
Deep Link Directory Submissions
RSS feed Submission
Bookmarking Submissions
Classifieds Submissions
Forum Submissions
One way link building
Link Wheel Service
Press Release Distribution

Social Media Optimization

Forum Posting
Google Plus One
Blog Posting and Promotion
Social Networking Profiles Creations
Face Book Marketing
Twitter Marketing
LinkedIn Marketing
Video Submission
Social Bookmarking
Squidoo Lens Creation
Hub Pages Creation

Interview Preparation

Use of SEO Tools

PROJECT WORK