

Content On SEO (Search Engine Optimization)

Introduction to Website Development

- HTML Overview
- HTML Tag Discription

On Line Search Engine Optimization

- Introduction to SEO
- Introduction to SEO tools
- How to choose Domain
- Title Tag Optimization
- Meta Tag Optimization
- SEO Content Writing
- Image Tag Optimization
- Key words Optimization
- Seo lead qualifying and closing strategies
- Keyword Placement
- Key word research
- Competitors' website analysis
- Header Tags Optimization
- URL Selection
- Seo Website Architecture Planning
- Sitemap for link Optimization
- XML Sitemap Creation

Off page Optimization (Search Media Optimization)

- Introduction of search engines
- Social Bookmarking
- Classified postings
- Article postings
- Email Marketing
- Introduction to Offsite Optimization
- Social media Optimization
- Hosting of Google sitemap
- Submission to search engines
- Linking Building Methodology
- Types of Linking Methods
- Search engines vs. Directories
- Blog Creation & Blog commenting
- Participating in groups & Creation of new groups

- Keyword analysis, website analysis, Competitors Research and Analysis
- Link building Concepts, One way linking / two way link building advantages

Position Monitoring: (Search Engine Position Marketing)

- Monitoring website ranking with different keywords
- Difference between White Hat SEO and Black Hat SEO
- How to do Seo for Static Websites and Dynamic websites
- Constant research of updated technology for better positioning
- Anatomy of Google, yahoo, msn and major search engines
- Renewal of expiry trade leads and posting new trade leads
- Research on current popular directories and site submission
- Changing methodology with change in search engine algorithm

Social Media Optimization

- Social Networking Sites. (Twitter, Linkdin, Facebook etc)
- Social Bookmaking Sites. (Stumbleupon, etc)

Search Engine Optimization Tools

- Alexa ranking Tool
- Page rank Tool
- SEO Tools and Usages.
- Google Analytics Tool
- Google Webmaster Tool
- Keyword Research Tools
- Competitive Analysis Tools
- Website Traffic Analysis Tools
- Website Quality Analysis Tools
- Robo forms

Live Project On SEO
