

Introduction

- ❖ What is SEO
- ❖ SEO Vs Online Marketing
- ❖ Types & Techniques of SEO.
- ❖ What is Search Engine
- ❖ How the Search Engine works
- ❖ Search Engines V/S directory
- ❖ Major search engines and directories
- ❖ Google Sandbox effect
- ❖ Google Authorship
- ❖ What is PA, DA, PR and SERP
- ❖ Alexa Ranking
- ❖ Website designing basics.

Basic Concepts

- ❖ Search Engine & Keywords
- ❖ Proximity, Prominence & Redundancy
- ❖ LSI (Latent Semantic Indexing)
- ❖ On Page SEO Intro.
- ❖ Off Page SEO Intro

ON - Page SEO

- ❖ Initial Site Analysis
- ❖ Keyword Research
- ❖ Keyword analysis
- ❖ Title & Meta Tags development
- ❖ 301 & 302 Redirects
- ❖ Content Development Check
- ❖ H1, H2, H3 Tags
- ❖ Anchor Text
- ❖ Web Content Optimization
- ❖ Creation of XML / HTML / Text Sitemaps
- ❖ Creating Robots.txt
- ❖ Google Analytics and Tracking
- ❖ Google Webmaster Tool
- ❖ Canonical / 404 Implementation
- ❖ Competitor analysis

OFF - Page SEO

- ❖ What is Off page SEO
- ❖ Directory Submission
- ❖ Content editing & Content Rewriting
- ❖ Article submission
- ❖ Geo Listing / Local Listing
- ❖ Tactics of posting Local Ads
- ❖ Google Map Submissions.
- ❖ Blog Editing and Widgets creation
- ❖ Link Building Tactics
- ❖ Social Book Marking
- ❖ Forum Posting
- ❖ Image Optimization

Blogging

- ❖ Blogs Creation
- ❖ Blogs Submission
- ❖ Blogs Promotion
- ❖ Blogs Commenting

ORM

- ❖ Introduction to Online Reputation Management
- ❖ Five Star at Customer Review Sites
- ❖ Responding to Negative Reviews
- ❖ Reducing to Negative Reviews

Management & Reporting

- ❖ Google Analytics
- ❖ Google Webmaster
- ❖ Goals & Funnels Visualization

SMO - Social media optimization

SMO Part I: Introduction

- ❖ What is Social Media Optimization
- ❖ SMO Basics
- ❖ Introduction to Social Media
- ❖ Network Profile Creation
- ❖ Social Media Key Concepts

SMO Part II: Basic Concepts

- ❖ Facebook, Twitter, Google+ sharing
- ❖ Engagements in SMO
- ❖ Google panda Vs Google Penguin Updates
- ❖ Hummingbird Update
- ❖ Pigeon Update
- ❖ Website Analysis Tools

SMO Part III: Facebook Optimization

- ❖ Latest Trends
- ❖ Facebook Pages (Creating , Managing)
- ❖ Facebook Optimization
- ❖ Facebook Apps
- ❖ Facebook Open Graph Tags

SMO Part IV: Linkedin Optimization

- ❖ Creating Right Profile and Settings
- ❖ Linkedin Groups
- ❖ Company Pages

❖SMO Part V : Google+ Optimization

- ❖ Social Sharing, Comments and Reviews
- ❖ Creating and Managing Accounts
- ❖ Connection with Google Maps
- ❖ Google+ Business Page

SMO Part VI : Youtube Optimization

- ❖ Social Sharing, Comments and Reviews
- ❖ Promoting Youtube Videos
- ❖ Online Videos – Content is King
- ❖ Creating and Managing Accounts
- ❖ Youtube monetization
- Youtube Online Earnings

SEM / PPC

SEM Basic Concepts

- ❖ SEO v/s SEM
- ❖ What is PPC
- ❖ Need of PPC
- ❖ Future scope of PPC
- ❖ What is Google Adwords
- ❖ Modes of Adword Billing
- ❖ Google Billing Thresholds
- ❖ Type of Keywords in Adwords
- ❖ What is CTR
- ❖ CPC , CPM , ECPC , CPA
- ❖ Max Bid v/s CPC
- ❖ Conversion Rate
- ❖ Automatic v/s Manual Bidding
- ❖ How Google Bidding Works
- ❖ Quality Score
- ❖ Ad Position & Ad Rank
- ❖ What is Actual CPC (A-CPC)

Campaign Creation

- ❖ What is a Campaign
- ❖ Types of Campaign
- ❖ Advance v/s Standard features in Campaign
- ❖ Max Bid & Campaign Budget
- ❖ Location Targeting & Options
- ❖ Ad Rotations
- ❖ What is an Adgroup

Ads Creation

- ❖ Text Ads
- ❖ Banner Ads & Image Ads
- ❖ Video Ads
- ❖ What is Remarketing
- ❖ How to implement Remarketing
- ❖ Lables Creation
- ❖ Automated Rules Creation
- ❖ Bid Strategies
- ❖ Flexible Bid Strategy