



Development & Training

SEO Course Contents

Here is a outlay of our Search Engine Optimization Training Program.

We promise you everything that will help you make the most out of your websites or make your a proficient SEO analyst. If you feel we are missing out on something just mention and we will cover it in details. For more clarification you can contact us right away.

Clear Idea about Web Technologies

1. Client server technology.
2. Internet Fundamentals
3. Search Engines
4. Internet Marketing

Search Engine Optimization

1. Concentrating on Content

- 1.1 Websites - blogs - articles
- 1.2 Creating Killer Content
- 1.3 Best use of page elements.
- 1.4 Keyword Analysis

2. Navigation and Usability

- 2.1 Site navigation
- 2.2 Improving User Experience
- 2.3 Information Architecture

3. SEO Terminologies

- 3.1 PR and other Ranking benchmarks
- 3.2 Types of SEO practices

4. On-Page Optimization

- 4.1 HTML basics
- 4.2 CSS basics
- 4.3 Meta Tags usage
- 4.4 Using Javascript to our Advantage
- 4.5 Graphics Optimization

5. Off-Page Optimization

- 5.1 Linking Strategies
- 5.2 Competitor Analysis
- 5.3 PR Sculpting
- 5.4 Link Baiting
- 5.5 Professional Article Exchange
- 5.6 Social Book Marking and Promotions
- 5.7 Directory submissionsv

Traffic Analysis

1. Using Google Analytics
2. Tracking and improving conversions.

Misc Tools and Practices

1. Google Webmaster Tools
2. Site Map Creators
3. Browser based analysis tools
4. Social Media Promotions basics
5. Pay per Click and Banner Promotions

Seo Courses

1. [Check out our special SEO course for business owners](#)