TRAINING ON SEARCH ENGINE OPTIMIZATION (SEO)

DURATION: 4 WEEKS (3 hrs a day)

FEE: RS. 7360/- (including taxes), can be paid in cash/debit card at CDAC, Mohali during office hours or through Demand Draft drawn in favour of “Director CDAC”, payable at Mohali

Syllabus for SEO

Basics for SEO
- What is Domain
- Basic Knowledge of World Wide Web
- Difference between Portal and Search Engines
- What is SEO
- Types of SEO Techniques
- Black hat techniques
- White Hat techniques
- How Search Engine works
- Page Speed
- Basics of search engine that includes crawling, indexing and caching.

SEO Research & Analysis
- Market Research
- Keyword Research and Analysis
- Keyword opportunity
- Competitors Website Analysis
- SWOT Analysis of Website
- How to Choose Best Keywords
- Tools available for Keyword Research
- Search engine commands
- Search engine algorithms

Website Design SEO Guidelines
- Content Research
- Content Guidelines
- Content Optimization
- Design & Layout
- XML Sitemap / URL List Sitemap
- Search engine friendly content development

On-page Optimization
- The Page Title
- Meta Descriptions & Meta Keywords
- Headings
- Bold Text
- Domain Names & Suggestions
- Canonical Tag
- Meta Tags
- Images and Alt Text
- Internal Link Building
The Sitemap
Invisible Text
Server and Hosting Check
Robots Meta Tag
Doorway Pages
301 Redirects
404 Error
Duplicate content
PDF, PPT, MS-Word & Video Optimization

Off-page Optimization
Page Rank
Link Popularity
Link Building in Detail
Directory Submission
Social Bookmark Submission
Blog Submission
Articles
Links Exchange
Reciprocal Linking
Posting to Forums
Submission to Search Engine
RSS Feeds Submissions
Press Release Submissions
Forum Link Building
Competitor Link Analysis

Analytics
Google Analytics
Installing Google Analytics
How to Study Google Analytics
Interpreting Bars & Figures
How Google Analytics can Help SEO
Advanced Reporting
Webmaster Central & Bing/Yahoo
Open Site Explorer
Website Analysis using various SEO Tools available

SEO Tools
Keyword Density Analyzer Tools
Google Tools
Yahoo / Bing Tools
Rich Snippet Text Tools
Comparison Tools
Link Popularity Tools
Search Engines Tools
Site Tools
Miscellaneous Tools

SEO Reporting
Google analysis
Tracking and Reporting
Reports Submission
Securing Ranks