



Course Content for Search Engine Optimisation Training

Course Objectives:

- ❖ On-page best practices.
- ❖ **SEO** methods to generate relevant keywords.
- ❖ Competitive analytics.
- ❖ Design & architecture.
- ❖ Site optimization & best practices.
- ❖ Link-building.
- ❖ **SEO** for local search.
- ❖ **SEO** site audits.

Session 1: Basics of SEO

- ❖ Internet Marketing
- ❖ Importance of Internet Marketing
- ❖ Types of Internet Marketing Methods
- ❖ Importance of Search Engines
- ❖ SEO is an Art or Science
- ❖ How the search engine works?

- ❖ Understanding the SERP
- ❖ Using Search Operators
- ❖ Google Search Engine Architecture
- ❖ Search Engine Algorithms
- ❖ Google Algorithm Updates
- ❖ Page Rank Technology
- ❖ Panda Update and its Importance
- ❖ Latest Updates about SEO Algorithms
- ❖ Google Web Masters Tools

Session 2: Keywords Research and Analysis

- ❖ Introduction to Keyword Research
- ❖ Business Analysis
- ❖ Types of Keywords
- ❖ Keyword Research Methodology
- ❖ Keywords Analysis Tools
- ❖ Competition Analysis
- ❖ Preparing a Keyword List for Project
- ❖ Localized Keywords Research

Session 3: Off Page Optimization

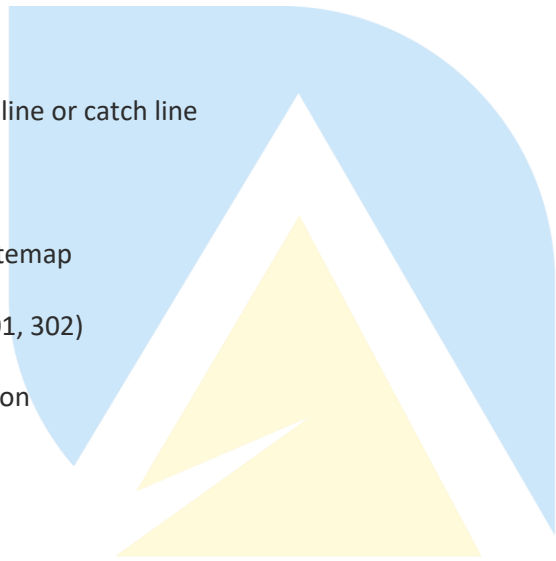
- ❖ Webserver (apache)
- ❖ Introduction of apache
- ❖ Comparison between http and https

- ❖ Generating ssl key & creating ca
- ❖ Configuring https
- ❖ Configuring https client
- ❖ Zimbra mail server
- ❖ Proxy server
- ❖ Proxy server configuration
- ❖ Creating acl's to restrict internet to users
- ❖ Proxy cache server

Session 4: On-page Optimization (Onsite)

- ❖ Basics of Website Designing / Development
- ❖ Essentials of good website designing
- ❖ HTML Basics for SEO
- ❖ Usability and User Experience in Website
- ❖ Onsite Optimization Basics
- ❖ Importance of Domain Names and Value
- ❖ Domain Selection
- ❖ Website Structure and Navigation Menu Optimization
- ❖ Coding Best Practices
- ❖ Filename Optimization
- ❖ Title Tag Optimization
- ❖ Keywords
- ❖ Keyword Density Analysis
- ❖ Keywords Research in Various Search Engines
- ❖ Meta Tags
- ❖ Meta Tags Optimization

- ❖ Headers Optimization
- ❖ SEO Content Writing
- ❖ Optimizing SEO content
- ❖ Page Speed Optimization Tool
- ❖ Anchor Links Optimization
- ❖ Internal Link Strategy
- ❖ Iframes / Frames effects on SEO
- ❖ Header and footer
- ❖ Header optimization with tag line or catch line
- ❖ Footer Optimization
- ❖ Creating an HTML and XML sitemap
- ❖ URL Rewriting Techniques (301, 302)
- ❖ Canonical / 404 Implementation
- ❖ HTML Validation using W3C
- ❖ Google SEO Guidelines
- ❖ Search Engines V/S directory
- ❖ Major search engines and directories
- ❖ Google Page Rank
- ❖ Google Sandbox effect
- ❖ Website Architecture
- ❖ Hosting Selection
- ❖ How the Search Engine works
- ❖ Heat map of Home page
- ❖ Description
- ❖ Creating Robots file
- ❖ Creating sitemap



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- ❖ Image tag optimization
- ❖ Image Importance
- ❖ Anchor Text
- ❖ URL renaming/re-writing
- ❖ Google webmaster tools

Session 5: Advance SEO Training

- ❖ Audit Your Site Framework
- ❖ Data Research Via End User Value
- ❖ Create More Optimized Landing Pages
- ❖ Make Your Site Responsive and Mobile-Friendly
- ❖ Double Your Infographic Power
- ❖ Implement Latent Semantic Indexing (LSI)
- ❖ Leverage Authoritative Social Platforms
- ❖ Refresh Your Archive Pages
- ❖ Use of .ht access file in SEO
- ❖ Optimise page Loading Speed
- ❖ Technical SEO Concept

Session 5: Become Google Analytics certified in just 30 Days

- ❖ Certified in Google Analytics

Why Choose Apponix for SEO Training?

- 100% placement guarantee for SEO students.
- Experienced faculty.
- 100% student satisfaction rate till date.
- Excellent computer lab in both Rajajinagar & Marathahalli branches.
- Practice and implement SEO skills on live websites



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