

Search Engine Optimization

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: 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 Info graphic Power
- ❖ Implement Latent Semantic Indexing (LSI)
- ❖ Leverage Authoritative Social Platforms
- ❖ Refresh Your Archive Pages
- ❖ Use of .ht access file in SEO
- ❖ Optimize page Loading Speed
- ❖ Technical SEO Concept

Session 3: Become Google Analytics certified in just 30 Days

- ❖ Certified in Google Analytics

Session 4: 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 5: 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 6: 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**
- ❖ **I frames / 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**
- ❖ **Image tag optimization**
- ❖ **Image Importance**
- ❖ **Anchor Text**
- ❖ **URL renaming/re-writing**
- ❖ **Google webmaster tools**

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 Rajaji Nagar & Marathahalli Branches.**
- **Practice and implement SEO skills on live websites**