Search Engine Optimization

Search Engine Optimization Training Overview

100% Job guaranteed SEO (Search Engine Optimization) Training Course in Bangalore

Best SEO (Search Engine Optimization) Training Course in Bangalore

- Career SEO is becoming very popular due to usage of more websites.
  Apponix is a top SEO training provider in Marathahalli, BTM Layout & Rajajinagar, Bangalore.
- We provide 100% job guarantee for SEO students. Our SEO Trainers are very experienced IT professionals; they have in depth knowledge on SEO & how it should be used. SEO course is designed for fresher's who are looking for a job immediately after c 1 month& meet all level of student requirement.
- Our web designing & web development trainers understand the fresher's & working professional's requirement very well. Our trainers will make sure you will learn & understand all aspects of the web designing & development course content. They provide one to one care by listening to each student.
- We will make sure you will be secure a job with at least Rs15,000 per month in web designing & web development field as soon as you complete the course.

Top 5 reasons to choose SEO course.

- 100% placement for all our students
- Work from home option for this career as you can work independently for small to medium sized companies.
- You can work full time in parallel you can work for other small clients in weekends.
  Excellent salary for SEO, As per pay scale average salary for SEO person in India is Rs 5,23,452.
- Apponix mainly focuses on making sour students on how to become an expert in SEO.
  Each section of the course content help you to gain good understanding of SEO concepts & how to implement them in real time.
- We have a development team which will be working on many websites for SEO, you will be given opportunity to work on live websites.

SEO (Search Engine Optimization) Training course objectives:

- Creating accurate page titles, "description" meta tag
- Improving Site Structure
- Improving the structure of your URLs
- Make your site easier to navigate
- Optimizing Content
- Write better anchor text

- Optimize your use of images
- Use heading tags appropriately
- Dealing with Crawlers
- Make effective use of robots.txt
- SEO for Mobile Phones
- Notify Google of mobile sites
- Guide mobile users accurately
- Promotions and Analysis
- Promote your website in the right ways
- Webmaster tools

Who should take this SEO training Course?

- SEO training is useful for people who need to become skillful in SEO best practices, particularly these professionals:
- Marketing managers
- Digital marketing professionals
- Content writers
- Marketing and sales professionals
- Management, engineering, business, and communication graduates
- Entrepreneurs and business owners

What are the prerequisites for SEO Training?

- A basic knowledge in computer is more than enough.

Why choose Apponix for SEO Training in Bangalore Marathahalli and Rajajinagar?

- 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

SEO Training Course

Course Duration : 25 Hours

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SEO Training Course Content

- **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

- **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

- **Off Page Optimization**
  - 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

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- **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 sitemaps
  - 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

- o Hosting Selection
- o How the Search Engine works
- o Heat map of Home page
- o Description
- o Creating Robots file
- o Creating sitemaps
- o Image tag optimization
- o Image Importance
- o Anchor Text
- o URL renaming/re-writing
- o Google webmaster tools

- **Advance SEO Training**
  - o Audit Your Site Framework
  - o Data Research Via End User Value
  - o Create More Optimized Landing Pages
  - o Make Your Site Responsive and Mobile-Friendly
  - o Double Your Info graphic Power
  - o Implement Latent Semantic Indexing (LSI)
  - o Leverage Authoritative Social Platforms
  - o Refresh Your Archive Pages
  - o Use of .htaccess file in SEO
  - o Optimize page Loading Speed
  - o Technical SEO Concept

- **Become Google Analytics certified in Just 30 Days**
  - o Certified in Google Analytics

Career after SEO Training in Bangalore

- All websites owners want their website to be appear at the top of Google search result page, this task will be done by SEO specialists.

  There are more than 180 crore websites and growing rapidly in the world as per net craft. Considering this fact, there are and will be lacks of job opening for SEO specialists. in India.

  You should not have any doubt on getting a job after successful completion of SEO course.

Salary expectation after completion of SEO Training in Bangalore.

- As per pay scale average salary for web designer or web developer is Rs 5,23,452 per year.