

INTRODUCTION TO SEARCH ENGINE - I

Course Objective

Search Engine Optimization is not only limited to Rankings or get top position in search engine. SEO is a process of optimizing a website and make more search engine and user friendly website. Our Advance SEO course will help professionals and students to become more Search engine friendly and they can organically increase the visibility of their businesses in different search engines

Course Outcome

- Increase Raw Traffic to Your Website
- Increase E-commerce Sales

1. On-page Optimization

- I. The Page Title
- II. Meta Descriptions & Meta Keywords
- III. Headings
- IV. Bold Text
- V. Domain Names & Suggestions
- VI. Canonical Tag
- VII. Meta Tags
- VIII. Images and Alt Text
- IX. Internal Link Building
- X. The Sitemap
- XI. Invisible Text
- XII. Server and Hosting Check
- XIII. Robots Meta Tag
- XIV. Doorway Pages
- XV. 301 Redirects
- XVI. 404 Error
- XVII. Duplicate content
- XVIII. PDF, PPT, MS-Word & Video Optimization

2. Off-page Optimization

- I. Page Rank
- II. Link Popularity
- III. Link Building in Detail
- IV. Directory Submission
- V. Social Bookmark Submission
- VI. Blog Submission
- VII. Articles
- VIII. Links Exchange
- IX. Reciprocal Linking
- X. Posting to Forums
- XI. Submission to Search Engine
- XII. RSS Feeds Submissions
- XIII. Press Release Submissions

- XIV. Forum Link Building
- XV. Competitor Link Analysis

3. Analytics

- I. Google Analytics
- II. Installing Google Analytics
- III. How to Study Google Analytics
- IV. Interpreting Bars & Figures
- V. How Google Analytics can Help SEO
- VI. Advanced Reporting
- VII. Webmaster Central & Bing/Yahoo
- VIII. Open Site Explorer
- IX. Website Analysis using various SEO Tools available

4. SEO Tools

- I. Keyword Density Analyzer Tools
- II. Google Tools
- III. Yahoo / Bing Tools
- IV. Rich Snippet Text Tools
- V. Comparison Tools
- VI. Link Popularity Tools
- VII. Search Engines Tools
- VIII. Site Tools
- IX. Miscellaneous Tools

Reference Book:

- 1. Step By Step Guide to Seo --- Upendra Rana
- 2. Seo 2021 – Dr.Andy Williams
- 3. Art of SEO: Mastering Search Engine Optimization – Eric Enge