



SEO BASIC & ADVANCE COURSE SYLLABUS



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SEO Basic & Advance - Course Syllabus

SLA is one of its kind Institute which not only equips you in technology skills but will train you for free in Aptitude skills, Soft Skills, Mock Interviews, Interview Skills, Work ethics and Corporate Values that you need to know to get into IT Industry. Our training is given by expert real time development experienced trainers and we enable each and every student of ours to do their own real time projects by the end of the program.

We do not buy you a job by bribing companies to secure a place in IT, instead we equip you with the skills needed to get employed in IT and will support you with unlimited number of relevant interview opportunities so that your career in IT becomes assured. Our support will be there until you get placed in an IT Company as that's our mission too.

If you want to just have an IT certification, you can do your course anywhere. If you aspire to get into an IT Job, then you should choose SLA. With SLA, your IT dream will definitely come into reality.

Please go through the long list of our student reviews / offer letters @ www.joinsla.com to get to know more about us.

ANALYSIS AND KEYWORD RESEARCH

- ❖ Market Research
- ❖ Keyword Research And Analysis
- ❖ Types Of Keywords
- ❖ Tools Used For Keyword Research
- ❖ Localized Keyword Research
- ❖ Competitor Website Keyword Analysis
- ❖ Choosing Right Keywords To The Project

SEARCH ENGINE OPTIMIZATION (SEO)

- ❖ Introduction To Search Engine Optimization
- ❖ How Did Search Engine work?
- ❖ SEO Fundamentals & Concepts
- ❖ Understanding The SERP
- ❖ Google Processing
- ❖ Indexing
- ❖ Crawling
- ❖ Status Checking

ON PAGE OPTIMIZATION

- ❖ Domain Selection
- ❖ Hosting Selection
- ❖ Metadata Optimization
- ❖ URL Optimization
- ❖ Internal Linking
- ❖ 301 Redirection
- ❖ 404 Error Pages
- ❖ Canonical Implementation
- ❖ H1, H2, H3 Tags Optimization
- ❖ Image Optimization
- ❖ Landing Page Optimization
- ❖ No-Follow And Do-Follow
- ❖ Creating XML Sitemap
- ❖ Robot.txt

OFF PAGE OPTIMIZATION

- ❖ Link Building Tips & Techniques
- ❖ Difference Between White Hat And Black Hat SEO
- ❖ Alexa Rank, Domain
- ❖ Directory Submission
- ❖ Social Bookmarking Submission
- ❖ Search Engine Submission
- ❖ Web 2.0 Submission

- ❖ Article Submission
- ❖ Image Submission
- ❖ Video Submission
- ❖ Forum Submission
- ❖ PPT Submission
- ❖ PDF Submission
- ❖ Classified Submission
- ❖ Business Listing
- ❖ Blog Commenting
- ❖ Citations
- ❖ Profile link creations
- ❖ Infographics Submission

SEO Advanced Topics

SEO UPDATES AND ANALYSIS

- ❖ Google Panda
- ❖ Penguin
- ❖ HummingBird Algorithm
- ❖ Google Penalties
- ❖ SEO Tools For Website Analysis And Optimization
- ❖ Competitor Website Analysis And Backlinks Building
- ❖ Backlinks Tracking, Monitoring, And Reporting

LOCAL BUSINESS & GOOGLE MAPPING

- ❖ Creating Local Listing In Search Engine
- ❖ Google Places Setup (Including Images, Videos, Map Etc)
- ❖ Search Engine Visibility Reports
- ❖ Verification Of Listing
- ❖ Google Reviews

Are you happy with our course curriculum? Then why you delay? Take your mobile phone and ring us quickly on +91 88707 67784.