

DIPLOMA IN DIGITAL MARKETING – 6 MONTH

SEO – Search Engine Optimization

Internet & Search Engine Details

- What is Internet Marketing?
- Importance of Internet Marketing
- Types of Internet Marketing Methods
- How the search engine works?
- Understanding the SERP
- Using Search Operators
- Google Search Engine Architecture
- Google Algorithm Updates
- Page Rank Technology
- Panda, Penguin & Hummingbird Update
- Latest Updates about SEO Algorithms

Basics of Website Designing

- Html
- CSS
- IFRAME
- Domain
- Web Hosting
- Servers

Blogging On Web 2.0 (Practical)

- Blogger
- WordPress
- Tumblr

Keywords Research And Analysis

- Introduction To Keyword Research
- Types Of Keywords
- Keyword Research Methodology
- Keywords Analysis Tools
- Business Analysis
- Competitor Analysis
- Preparing A Keyword List For Project

On-Page Optimization

- What is SEO
- Importance Of Domain Names
- Website Structure & Navigation Menu Optimization
- Title Tag Optimization
- Meta Tags Optimization
- SEO Content Writing

- Existing Web Content Optimization
- Page Speed Optimization
- Anchor Links Optimization
- Internal Link Strategy
- Iframes / Frames Effects On SEO
- Use Of Robots.Txt
- Sitemap Creation Of XML/Html/Text
- 301 & 302 Redirection
- Image Tag Optimization
- Footer Optimization
- Canonical Tag Implementation
- 404 Page Optimization
- Heading Tags
- URL Optimization
- Bread Crumb
- Schema & Rich Snippets
- Hidden Links
- Cloaking
- Doorway Pages
- Keyword Stuffing
- Landing Page Optimization
- Broken Links
- Pagination in SEO
- HTML Validation Using W3C
- Onsite Optimization Basics (Quick Overview)

Off-Page Optimization

- Introduction To Offsite Optimization
- Submission To Search Engines
- Link Building Methodology
- Types of Links
- Directory Submissions
- Social Bookmarking
- Local Business Listing (Google Mapping/Listing)
- Classifieds Posting
- Forum Posting, Signatures And Commenting
- Using Blogs For SEO
- Blog Commenting
- Press Release Submission
- Article Submissions
- Video Submissions
- Social Media Optimization Techniques (Basics)
- RSS Feeds Submissions
- Tracking The Links And Page Rank
- RSS Submission
- Q&A Submission
- Black Hat & White Hat SEO
- Online Reputation Management
- PPT & PDF Submission
- Black Hat / White Hat
- Alexa Insights
- Link Exchange
- Two & Three Way Link Building

Google Webmasters

Adding Website & Verification Process

Site Dashboard & Messages

Search Appearance

- Structured Data
- Data Highlighter
- HTML Improvements
- Sitelinks

Search Traffic

- Search Analytics
- Links to Your Site
- Internal Links
- Manual Actions
- International Targeting
- Mobile Usability

Google Index

- Index Status
- Content Keywords
- Blocked Resources
- Remove URLs

Crawl

- Crawl Errors
- Crawl Stats
- Fetch as Google
- robots.txt Tester
- Sitemaps
- URL Parameters
- Security Issues
- Other Resources
- Google Disavow Tool
- Bing Webmasters Set-Up

Google Analytics

- Introduction To Google Analytics
- Key Components Of Web Analytics
- Why Choose Google Analytics?
- Setting Up Google Analytics

Reporting

- Dashboards
 - Private
 - New Dashboard
- Shortcuts
- Intelligence Event
 - Overview
 - Daily Event
 - Weekly Event
 - Monthly Event

Real Time

- Overview
- Location
- Traffics Sources
- Content
- Event
- Conversions

Audience

- Overview
- Active Users
- Cohort Analysis
- Demographics
- Interest
- Geo
- Behavior
- Technology
- Mobile
- Custom
- Benchmarking
- User Flow

Acquisition

- Overview
- All Traffic
- Search Engine Optimization
- Social
- Campaigns

Behavior

- Overview
- Behavior Flow
- Site Content
- All Pages
- Content Drilldown
- Landing Pages
- Exit Pages
- Site Speed
- Site Search
- Event
- Publisher
- Experiment
- In-Page Analytics

Conversions

- Goal
- Ecommerce
- Multi Channels Funnels
- Attribution

✓ **GOOGLE ANALYTICS CERTIFICATION**

Reports and Management

- Website Position Analysis
- Introduction To Google Analytics
- Installing Google Analytics
- Basics Of Google Analytics
- Visitors Reports
- Geographic Reports
- Traffic Sources Reports
- Keywords Reports
- Goals And Conversions
- Live Project Exposure
- Bing Analytics Set-Up

Google SEO Guidelines & Updates

- Mirror Pages
- Keyword Density
- Keyword Proximity
- Keyword Prominence
- Link Juice
- Link Baiting

- Link Wheel
- Keyword Mapping
- LSI
- KEI
- Inbound and Outbound Links
- Google Lore - Hilltop Florida, Big Daddy
- Domain Authority
- Google Sandbox
- Crawling, Indexing And Caching
- Mouse Trapping
- Link Choose
- Link Farming
- Hallway
- Matt Cutts
- Keyword Stemming
- Google Dance
- Click Fraud
- Link Partner
- Orphan Pages

Exposure on Live Projects

- SEO Activity on Fresh Domain
- Competitor Analysis
- Performing On-Page & Off-Page Activity
- Optimizing Keywords & Monitoring Ranking
- Link Building on Targeted Keywords
- Driving Traffic
- Increasing Organic Clicks

✓ Training For Interview on SEO