



Search Engine Optimization Training Syllabus

Training that makes you focus on the correct business:

Today's market is competitive and one has to be top in his field to make profits and stay in the business. Proper techniques and methods are needed to start a business. DP Project Development b2b business through internet is a new profit making market which is booming. DP Project Development can make one an expert in that field ready to compete with the big shots. This SEO training from DP Project Development will specifically teach you the entire optimization process, ranking of your websites, how it works, how to improve the volume of traffic and quality and much more. A person can become a pro in no time. Proper guidance will be received and one will be able to manage a business out of it in no time. Internet and website access are done by approximately 90% of the people in the world. Among which near about 21 billion web pages are fighting to reach the top and to hold the first ranking position. There are more billion of companies and their websites getting launched in the market worldwide, it can be the best possible business for anyone. DP Project Development and its faculties can help a person to can them know the market which will provide them a successful career.

TRAINING DURATION	30 Hrs / 3 Weeks / Customized
TRAINING CHARGE	10,000+ Service Tax

Training Modules

SEARCH ENGINES

1. Types of SEO

- White Hat SEO
- Grey Hat SEO
- Black Hat SEO



2. What are searching Engines?

- Types of Search Engines
- How Search Engine Works and how they rank websites based upon a search term?
- What are Directories and how they differ from Search Engines?
- Difference between Search Engine and Directories
- What is site Popularity?
- How do you monitor the performance of your website in the search engines?
- What is the importance of search for website and how can SEO save valuable money in advertising expenses?
- Areas of Operation for Search Engine Optimization Professionals
- Uploading websites through FTP Software's like Filezilla Core FTP etc
- Dreamweaver, Basic of HTML
- HTML Static & Dynamic Website Optimization
- About Online Digital Marketing
- Affiliate Marketing

3. On-page Optimization Activities

- Initial Site Analysis
- Importance of Domain names and Value
- Domain Selection
- Website Structure and Navigation Menu Optimization
- Advance Keyword Research
- Keyword Analysis
- Keyword Planning
- Keyword Application on Website

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- Keyword Competition Review
- How to do SEO for Dynamic CMS like Joomla Wordpress Drupal etc
- Site Structure Analysis
- Title and Meta Tag Development
- H1, H2, H3 tags
- Anchor Text
- Header and Footer Links
- Image tag and it's attributes
- HTML validation using W3C
- URL renaming/re-writing
- Content Development Check
- Existing Web Content Optimization
- Creation of XML/HTML/Text Sitemaps
- Submitting Sites to Google and yahoo Webmasters
- Canonical/404 Implementation
- Robots.txt Creation
- Internal Link Strategy
- Google SEO Guideline

4. Off-page Optimization Activities

- Introduction to off-Page Optimization
- Link Building and Link Exchange strategies
- Google Page Rank
- Directory Submission



- Search Engine Submission
- Social Bookmarking
- Article Distribution
- Press Release Distribution
- Google Map Submission
- Viral Marketing
- E-mail Marketing
- Geo Listing and Local Listing includes Classified
- Local and Regional Search Engine Indexing
- RSS feeds Submission
- Video Submissions
- Blog Creation, Weekly Posting and Blog Promotion
- Forum Posting

5. SMO (Social Media Optimization):

- How to optimize Social media and use it in favor of your Brand Building
- How to do promotion on Social Networking Sites like:
 - Face book
 - Twitter
 - Linkeding and Many more
- How to do Promotion of your Sites using
 - Multiple Sharing Options:
 - Yahoo Buzz
 - Digg



- Stumble upon and Many more

6. In-Organic Search

- PPC Campaign Management
- Google AdSense.
- Google Adwords (pay per Click)
- Google keywords Selection Tool.
- Google Web Analytic
- Google webmaster tool
- Ranking Report
- Keywords Ranking Report

7. Additional Tactics

- Website & Competitor Analysis
- Website Content & Architecture Analysis.
- Keywords Research & Analysis
- Creating Effective Title.
- How to write SEO Friendly Content.

TRAINING SCHEDULE - Please contact us for latest training schedule

TRAINING MODE

We give flexible learning options to trainees

- Instructor Lead (REGULAR / ONLINE / WEEK-END / PART-TIME / COMBINED-FLEXIBLE)
- INSTRUCTOR LEAD LIVE ONLINE TRAINING MODE - You can join the training from any part of world



CONTACT DETAILS

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