

A Complete Beginner to Advanced
Training with Practical Implementation

Advanced Course in SEARCH ENGINE OPTIMIZATION








Students | Working Professionals | Entrepreneurs



Course Objective

- The Advanced SEO course is design to develop understanding about SEO from the stretch to the Advanced Level
- To scale students on the grounds of Research to Implementation of SEO techniques to obtain the best results
- Generate targeted traffic on websites or blogs to meet the business objectives
- To equip the learner with SEO skill to gain career advatages like job, freelancing, own website optimization, and many more

Who Can Learn SEO?

-  Students
-  Job Seekers
-  Working Professionals
-  Entrepreneurs
-  Homemakers
-  Sales & Marketing Professionals
-  Professionals of Any fields

Hands-on Tools

Canva

 WORDPRESS

MOZ

 Google Analytics

ahrefs

 grammarly

 yoast


 SimilarWeb


 SEMRUSH

 Trello

 Google Search Console

 GoDaddy

Copyscape  SURFER

 Keyword Tool

 Screamingfrog

Ubersuggest

 elementor



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Course & Curriculum



Search Engine Optimization



12 Modules

36 Hours Training

1 Graphic Design with Canva

Canva

- Why do we teach Graphic in SEO?

Graphic is the integrated part of digital marketing. No digital ads are possible without digital properties so we consider graphics as an digital properties and it should be taught. The skill will helping you build beautiful website in coming modules.

2 WordPress for Blogging and Website



- As graphics a website is also part of digital properties so we teach creating a websites from the scretch with WP.
- Further, the WP skill will enable you to understand SEO more proficiently
- You can implement all On-Page, Off-page & Technical SEO strategies more efficiently

3 Introduction, and Overview of SEO



- Defination & Function of Search Engines
- Polular Search Engines in the world
- Overveiw of SEO Factors
- Important Terminology of SEO
- Types of Algorithms - How Each Algorithm Works?
- How Algorithms Impact Search Results?
- Understand Google more with SERP results

4 Keyword Research



- Types of Keywords
- Search Intent Funnel
- Keyword Research- Finding High Value KWs
- Competitor's Kewords Research & Analysis
- How to finalize which Keywords to rank?

5 On-Page SEO



- What is On-Page SEO? Why it is critical for SEO Success?
- On Page SEO Imortant Factors- Meaning & Examples
- How To Implement 12 factors wth Yoast SEO Plugin on any website?
- Create SEO Optimized Content with 6 Factors

6 Off-Page SEO



- Off-Page is equal to Digital Networking.. How?
- What is a backlink and the anatomy of a backlink?
- The Concept of Link Quality (Link Juice)
- The Concept of Do Follow & No Follow
- What is Link Earning?
- Digging Various Sources of Backlink
- Concept of Link Valocity
- Explore Tools for Best SEO Practice

7 Technical SEO



- What is Technical SEO?
- Importance of Technical SEO for Crawling, Indexing, Ranking?
- How to Create Responsive Website?
- How to Create Light Speed Website?
- Empower Website Visibility on SERP with Sitemap & Google Search Console
- How to Create Accelerated Mobile Pages?
- What is "Robots. Txt"? Best Use for Crawling
- How to Setup "Canonical Tags" to Avoid Page Duplication?
- What is Structure Data? Importance & Implementation
- Types of Redirection & Best Practice for SEO

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8 Local SEO

- Importance of Local Business Optimization with Google
- Listing of Local Business in GMB
- How to Optimize GMB Listing?
- ORM tips for GMB Results

9 Website Audit for SEO / Tools

- How to Conduct Site Audit & Generate Report with trending tools
- Reading Reports & Understand website's issue
- Preparing Report with Issues and Solutions for a Client
- Tools: Screaming Frog, SEO Spider, Moz, Ubersuggest, SEMrush, Ahrefs

10 Google Analytics

- Introduction to Google Analytics
- Google Analytics Account Setup
- Integration Google Ads & Social Media Accounts & It's benefits
- Difference between GA account, Property and different Views
- Understand and setup filters & Segments
- How to Generate, Monitor Different types of reports on GA?
- Goal Setup, and Performance measuring with GA
- How to use GA to Optimize Campaigns?

11 Monetize your SEO Skills

- Portfolio Creation for Self Branding
- Increase Your Presence Online on Social Networks
- Blogging on SEO Niche
- How to Increase Active Participation Across Digital Networks?
- How to find website for SEO?
- SEO proposal Creation & Client Reporting
- Consulting & Sales Patching
- Email Communication & Follow up

12 Interview Preparation Training

- Resume Creation for SEO Job Profile
- Discussion on Important Questions for Interview
- Confidence Building Activities
- Mock Rounds of Interview with HR
- Feedback & Improvisation

OPTIMISE
POSSIBILITIES
with **SEO** 

Career Options in SEO

SEO Executive

SEO Analyst

SEO Manager

SEO Trainer

Content Curator

SEO Strategist

SEO Consultant

SEO Director



Our Students Placed at

1000+ Digital Marketing Agencies, IT Companies, Non-IT Companies Produce 1000s of Jobs Yearly in Ahmedabad for Newbies in Digital Marketing

Jobs are ready,
are you ready??



Learn the
right Skill
&
Get Hired

Contact Us

