



## SEO Course Details:

During SEO Training, you'll learn :

- **On page Optimization** : - How Search Engine works, understanding various google algorithms like Panda, Penguin, Hummingbird And Pigeon updates, Web site Analysis, Site Speed Analysis, Keyword research and Analysis, Competition Analysis, Meta Tags and their importance etc
- **Off page Optimization** : - Link building techniques, Dofollow vs Nofollow, Social bookmarking, Directory Submission, Blogs etc
- **Blogging** : - Concept of blogging, Creating high value eye catching blogs, promoting these blogs through different channels. Guest blogging in domain authority sites and Backlinks creation through blogging.
- **SEO tools**: - Learn about different SEO tools like Google Keyword Planner, Google Analytics, Keywordspy, Statscounter, Ahrefs, Backinko, Moz and Alexa tools. Learn to understand the about statistics from these tools and their inferences.

## Course Content:

- SEO I On Page Optimization
- SEO II Off page optimization
- On Page-SCHEMA
- Blogging
- SEO Tools

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## Course Highlights:

Level	Intermediate
Pre-Requisites	Good Communication skills
Course Duration (Hrs.)	40
Project / Assignment (Hrs)	80
Trainer Experience	8+ years
Batch Size	5-10
Certificate	Yes