

2011

[SEO Training]

[Summer/Industrial Training]



OUR SERVICES

Website Design & Development

Software Development

Graphics Designing

SEO(Search Engine Optimization)

Domain Registration & Web Hosting

Bulk SMS & Ad Posting

Professional Training

WebGanges

[11,Neelkanth Market, Ramadevi Chauraha, Kanpur, U.P- INDIA]

[www.webganges.com

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SEO Training



1.) Search Engine Basic

- ❖ Internet
- ❖ Website
- ❖ Portals
- ❖ Search Engines
- ❖ Directories
- ❖ Search Engine V/s Directories
- ❖ Major Search Engine and Directories
- ❖ Page Rank
- ❖ Google Sand Box Effect
- ❖ Website Architecture
- ❖ Domain Hosting
- ❖ How the Search Engine work

2.) On Page Optimization

- ❖ Meta Tags
- ❖ Description
- ❖ Keywords
- ❖ Creating Robots File
- ❖ Header & Footer
- ❖ Creating Site Map
- ❖ Optimizing SEO Content
- ❖ Image Tag Optimization
- ❖ Canonical/404 Implementation
- ❖ Keyword Density Analysis
- ❖ Anchor Text
- ❖ URL Re-naming & Re-writing
- ❖ Google Webmaster Tools
- ❖ Yahoo Feed Submission

3.) Keywords Research & Analysis

- ❖ SWOT analysis of Website
- ❖ Target Segmentation
- ❖ Keyword Research
- ❖ Competitor Analysis
- ❖ Finding Appropriate Keywords

4.) Off Page Optimization

- ❖ Submission to Search Engine
- ❖ Local Marketing
- ❖ Directory Submission
- ❖ Blog Submission
- ❖ Blog Comments
- ❖ Article Submission
- ❖ Free Classified
- ❖ Forums
- ❖ Press Release
- ❖ Video Optimization
- ❖ Link building
- ❖ How to Promote Home Page
- ❖ Promoting Subsequent Pages of Website
- ❖ Black HAT/White HAT/Grey HAT SEO