

Learn n^o

SEARCH ENGINE MARKETER

Diploma Outline

24 Hours

SEARCH ENGINE OPTIMIZATION

SEO Basics & Background

- Understanding domain/website & how they work
- Types of Websites & their importance
- Basics of world wide web (www) /Internet
- What is Internet Marketing /Digital Marketing?
- Types of Internet Marketing & their importance
- Introduction to Search Engines & their importance
- How Search Engines Work?
- Search Engines Algorithms & Architecture
- Introduction to Google Search Engine
- Understanding Search Engine Result Pages (SERPs)
- Basic & Advance Search Commands /Operators SERPs
- Google Search Algorithm & its Capabilities/Functions

- Page Rank Technology & its Impact in Ranking Calculation
- Introduction to Google Algorithm Updates

Initial Website Analysis & Competitor Analysis

- Complete Website Analysis (SWOT)
- Fix Critical Issues Cleanup Spam backlinks (Follow)
- Link Profile Cleanup Introduction to Keyword Research (Follow)
- Types of Keywords and their impact on SERPs
- How to find Successful Keywords to meet Project Targets
- How to Use Free & Premium Keyword Research Tools
- 3 Powerful techniques of Keyword Research
- Leveraging long tail & Geo intent Keywords
- Q & A session

Learn n²

SEARCH ENGINE MARKETER

Diploma Outline

24 Hours

SEARCH ENGINE OPTIMIZATION

☐ On-Page / On-Site SEO

- SEO Friendly Website Design & Development
- SEO Friendly Site Structure
- Understanding HTML needed for SEO
- How to ensure Usable, Crawlable & Indexable Site Structure
- What you should know about On-site Optimization
- Importance of On-page SEO & its Weightage in Google Ranking

☐ On-Page SEO Activities

- Title Tag Optimization
- Meta Description Tag Optimization
- Filename Optimization
- SEO friendly URL structure
- Canonical Tags Optimization
- Website Speed Optimization with the help of Development Team
- Robots.txt Optimization
- Sitemap.xml Optimization

- Integrating Keywords throughout Webpage
- Keyword Density Management
- Using Keywords in H1, H2, H3...H6 tags
- Image Tag Optimization (Alt)
- Using Keywords in Content
- Content Duplicate Check and Fix
- Content Optimization – How to find High Quality Content
- Understanding Quality Content, Engaging Content, Value Added Content & Converting Content
- Optimizing internal links
- Outgoing Links Optimization
- 301URL Redirection
- 404Error Page Optimization
- W3C Validation
- Usage of frames / iframes and their impact
- Header & Footer Optimization
- Heat Map Optimization

Learn n²

SEARCH ENGINE MARKETER

Diploma Outline

24 Hours

SEARCH ENGINE OPTIMIZATION

- On-Page SEO Best Practices
- Q & A Session
- **Off-Page / Off-Site SEO**
 - Introduction to Off-Page SEO
 - Importance of Off-Page SEO & its weightage in Search Rankings
 - Introduction to Link Building
 - How Links/ Backlinks Effect Search Engine Rankings
 - Types of Backlinks
 - Most Powerful Backlinks that Google don't want you to know
 - How to avoid Google Penalties and Build Future Compatible Links
 - How to Recover from Google Spam Penalties
 - Nofollow Vs Dofollow links
 - Installing Google Analytics
 - Installing Google Webmaster Tools
 - Types of Linking Methods – Do's & Don'ts
 - Analyzing Overall Backlink Profile
 - What is Natural Backlink Profile and its Importance?
 - XML Sitemap Submission and, Indexing on Major Search Engines (Google, Yahoo, Bing)
 - White Hat, Grey Hat & Black Hat Links – Do's and Don'ts
 - Using Premium tools for Advanced Link Building (Ahres, SEMrush)

Learn n^o

SEARCH ENGINE MARKETER

Diploma Outline

24 Hours

SEARCH ENGINE OPTIMIZATION

SEO for Content Management Systems (CMSs)

- SEO for Static Sites Vs Dynamic Sites
- SEO for WordPress Powered Sites
- SEO for Magento Sites
- SEO for Laravel Sites
- SEO for any Website
- Q & A

Tracking & Reporting

- Tracking Target Keyword Ranking on Google, Yahoo & Bing
- Introduction to Google Analytics
- Generating Various types of Reports
- Report Website visitors, Geo, Traffic sources, Time spent, Bounce rate and more
- Q & A

Learn n^o

SEARCH ENGINE MARKETER

Diploma Outline

24 Hours

GOOGLE ADS

- Understanding Ads Account Structure
- Campaigns, Ad groups, Ads, Keywords, etc
- Types of Advertising campaigns Search -
- Display, Shopping & Video
- Difference between Search & Display Campaign
- Understanding Ads Algorithm
- How do Ads Rank Ads
- Using Youtube for Business
- Developing a Youtube Video Marketing Strategy
- Bringing Visitors from Youtube Videos to your Website and Conversion
- Targeting Options
- Understanding Bid Strategy
- How to write a Compelling Ad Copy
- Best & worst Examples of Ads
- Creating Ads
- Tracking Performance/Conversion
- How to Optimize Campaigns at the Time of Creation?
- Optimizing with Conversion Report
- Analyzing your Competitors Performance
- Setting up a Remarketing Campaign
- Creating Remarketing Lists
- **Remarketing**
 - How do Remarketing Ads Work?
 - How much does Remarketing Cost
 - What is Remarketing Campaign
 - How to Target non-converting Audience Segments
 - How to Boost Conversions with Remarketing
 - Strategies for Better Remarketing
- **Final assignment**

Learn n^o

SEARCH ENGINE MARKETER

Diploma Outline

24 Hours

Email Marketing Workshop

- Why Email Marketing is important?
- How to get leads for your Email Marketing Campaign?
- How to work on Mail Chimp?
- How to Design your own Campaign?
- Your Campaign Analytics