



Get Right Skills to create your success Story

We make learning easier, up-to-date and innovative with an eye on industry. Get skills to meet industry expectations and grab your dream job. Take your first step today to a bright career.



SEARCH ENGINE OPTIMIZATION

Course Duration: 50Hrs.

Course Fee: Rs. 20,000

→ SEO TRAINING FOR ON-PAGE

- Initial Site Analysis
- Competition Analysis
- Site Structure & Link Depth
- Keyword Research & Competition
- Density Analysis and Keyword Placement
- HTML Basics
- Title Tags & its importance
- Meta Tags Development
- URL & Content rewriting for SEO
- Heading Tags, H1, H2, H3
- Anchor Text & Alt Text
- Footer Nav Bars
- Creating of Sitemaps
- Site Submitting to Google / Bing Webmaster Centre
- Google Sitemap Creation
- Yahoo Sitemap Creation
- Google Webmaster Account Setup and management
- Google Analytics (Statistics) setup and management
- SEO Tools
- Panda Update & Penguin Update
- Google algorithm updates

→ SEO TRAINING FOR OFF-PAGE

- Java programming language
- Creating an Index
- What are Links ?
- The importance of Links for SEO
- Link Types
- Link Building Techniques
- Directory Submission
- Article Marketing
- Submitting Press Releases & news syndication
- Alexa Insights
- Google Hot Trends and Insights
- Geo Targeting & Local Listing
- Blog creation & promotion
- Forum & QnA
- Online Reputation Management
- Sandbox Effect & SILOS
- Search Engine Spam
- Optimizing Google & MNS
- Special Site maps
- White Hat / Black Hat / Grey Hat SEO
- Syndicate content (Feeds)
- Webmaster Edge
- Managing SEO of Dynamic websites
- Google Ad Words (setup only)
- SEO Reporting
- Favicons & its importance

Other Courses Available:

Web Designing
 Open Source Training
 SEO Training
 Graphic Designing
 Web Designing
 C,C++



Java

Why get trained with us?

Individual attention
 Practical training
 Training by professional
 Placement assistance
 Learning at own pace
 Live project training
 Excellent Infrasrucutre



COURSE OUTLINE FOR SEARCH ENGINE OPTIMIZATION

Email - helpdesk@121techtraining.in

Telephone: 011-29832105, 9818340349, 9811992838

121tech Training Centre

Address - E-37 LGF, Lajpat Nagar-3 New Delhi-110024