



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++



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