



# Webs Jyoti

IT Education Centre

## SEO (Search Engine Optimization)

Duration – 2 Months

### ➤ SEARCH ENGINES

- What is Search Engines?
- How Search Engines determine "Relevancy"?
- What are Robots & How do they work?
- What is Robots.txt file?
- Anatomy of Google, Yahoo & Bing.

### ➤ SEARCH ENGINE OPTIMIZATION

- What is SEM (Search Engine Marketing)?
- Black Hat SEO vs White Hat SEO.
- On Page Optimization
  - URL Writing or Web Page Naming.
  - Title Tag Optimization.
  - Meta Tag Optimization.
  - Alt Tag Optimization.
  - Anchor Text Optimization.
  - Header Elements (H1, H2, H3.....H6).
  - Text Style (CSS: Cascading Style Sheet).
  - Header & Footer Links.
  - Navigation (Internal Linking).
  - Keywords Density.
  - Site Map.
- Off Page Optimization
  - Search Engine Submission.
  - Directories Submission.
  - One Way Linking.
  - Two Way Linking (Link Exchange).
  - Three Way Linking.
  - Press Releases Distribution.
  - Article Distribution.
  - SMO ( Social Media Optimization).
  - Viral Marketing.
  - E-Mail Marketing.
  - Blogging & Forum Posting.

### ➤ Static & Dynamic Website Optimization.

### ➤ Blog Optimization.

### ➤ SEO Tools & Usage.



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## SOCIAL MEDIA OPTIMIZATION (SMO)

- What is social media
- Types of social media
- How to do social media marketing

### a. Facebook Marketing

- How to create page
- How to increase likes of this page
- How to create ad campaign
- Adding Facebook plugins in website
- How to import contact
- How to create ads
- How to change the facebook web address

### b. LinkedIn Marketing

- What is linkedin?
- Understanding linkedin
- Company profile vs individual profile
- Adding connections on linkedin
- LinkedIn advertising

### c. Twitter Marketing

- Understanding twitter
- How to do marketing on twitter
- Tools for marketing
- How to tweet
- Black hat technique on twitter

### d. Pinterest

- What is pinterest?
- How to use pinterest?
- How to create boards and pins on pinterest?

### e. Blog

- How to create blog
- Types of blog
- How to promote blog
- How to add plugin of blog in website



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## SEARCH ENGINE MARKETING (SEM)

### I. How to Improve Your Search Engine Ranking

- The Good Old Days
- Keyword Research
- Analyzing the Competition
- On Page Factors
- Content
- Linking

### II. Your Site Is Optimized - Now What?

- Landing Page Persuasion
- Grow Your Email List
- Affiliate Programs
- Monetizing Your Site

### III. Becoming an Authority in Your Field

- The Social Web
- Bloggng
- Podcasting
- Vlogging

### IV. Paid Search (Pay-per-Click)

- Pay-Per-Click Basics
- PPC Ad and Landing Page Strategies
- Spend Less and Earn More with Your PPC Campaign

### V. Search Engine Marketing Tips and Strategies

- Tips and Strategies