

## SEO - Introduction.

- ✔ What is SEO
- ✔ SEO Vs Online Marketing
- ✔ Types & Techniques of SEO.
- ✔ What is Search Engine
- ✔ How the Search Engine works
- ✔ Search Engines V/S directory
- ✔ Major search engines and directories
- ✔ Google Sandbox effect
- ✔ Google Authorship
- ✔ What is PA, DA, PR and SERP
- ✔ Alexa Ranking
- ✔ Website designing basics.

## Basic Concepts

- ✔ Search Engine & Keywords
- ✔ Proximity, Prominence & Redundancy
- ✔ LSI ( Latent Semantic Indexing )
- ✔ On Page SEO Intro.
- ✔ Off Page SEO Intro

## ON - Page SEO

- ✔ Initial Site Analysis
- ✔ Keyword Research
- ✔ Keyword analysis
- ✔ Title & Meta Tags development
- ✔ 301 & 302 Redirects
- ✔ Content Development Check
- ✔ H1, H2, H3 Tags
- ✔ Anchor Text
- ✔ Web Content Optimization
- ✔ Creation of XML / HTML / Text Sitemaps
- ✔ Creating Robots.txt
- ✔ Google Analytics and Tracking
- ✔ Google Webmaster Tool
- ✔ Canonical / 404 Implementation
- ✔ Competitor analysis

## OFF - Page SEO

- ✔ What is Off page SEO
- ✔ Directory Submission
- ✔ Content editing & Content Rewriting
- ✔ Article submission
- ✔ Geo Listing / Local Listing
- ✔ Tactics of posting Local Ads
- ✔ Google Map Submissions.
- ✔ Blog Editing and Widgets creation
- ✔ Link Building Tactics
- ✔ Social Book Marking
- ✔ Forum Posting
- ✔ Image Optimization

## SMO - Introduction

- ✔ What is Social Media Optimization
- ✔ SMO Basics
- ✔ Introduction to Social Media
- ✔ Network Profile Creation
- ✔ Social Media Key Concepts

## SMO Part - I

- ✔ Facebook, Twitter, Google+ sharing
- ✔ Engagements in SMO
- ✔ Google panda Vs Google Penguin Updates
- ✔ Hummingbird Update
- ✔ Pigeon Update
- ✔ Website Analysis Tools

## SMO Part - II

- ✔ Latest Trends
- ✔ Facebook Pages ( Creating , Managing )
- ✔ Facebook Optimization
- ✔ Facebook Optimization
- ✔ Facebook Apps
- ✔ Facebook Open Graph Tags

## SMO Part - III

- ✔ Creating Right Profile and Settings
- ✔ LinkedIn Groups
- ✔ Company Pages

## SMO Part - IV

- ✔ Social Sharing, Comments and Reviews
- ✔ Creating and Managing Accounts
- ✔ Connection with Google Maps
- ✔ Google+ Business Page

## SMO Part - V

- ✔ Social Sharing, Comments and Reviews
- ✔ Promoting Youtube Videos
- ✔ Online Videos – Content is King
- ✔ Creating and Managing Accounts
- ✔ Youtube monetization Youtube Online Earnings