

Course Title: Certificate Course in Search Engine Optimization (SEO). [Code-6001]

Skilltech offer comprehensive course on **Certificate Course in Search Engine Optimization**, Skilltech designed the course with the help of industry leaders and faculty from prestigious institute of India. The course curriculum is prepared in such a way, which help students to learn the concepts quickly and apply in real world application. Comprehensive and quality course material is given to students for reference. SkillTech not only helps students to learn the concepts and technical stuff, also prepare students for interview and provide job assistance.

Learn to analyse a website and understand various SEO criteria. Understand SEO analysis tools, their practical use, etc. Learn to prepare a documentation report related to initial website analysis, traffic ranking analysis, Learn KPIs in SEO. Learn how to modify the website pages, URL structure, header section, content, image, anchor texts, heading tags, optimizing website pages to attract Google bots and make impressive to users, generating more impressions, clicks, click-through rates, page views, easy navigation and a highly interactive experience for website visitors. Learn how to achieve a suitable identity for web pages, learn attracting search engine spiders.

Course Key Features:

1. Overview of Basic SEO.
2. Learn essential SEO Algorithm Updates by Google.
3. Learn On-Page Optimization topics.
4. Learn Google Search Console (basics).
5. Learn Practical Training in Live CMS Websites.
6. Website Analysis, Tools, Audit & Documentation.

Skills Covered in Course:

1. Learn to analyse a website and understand various SEO criteria.
2. Understand SEO analysis tools, their practical use.
3. Learn to generate more impressions.
4. Learn how to achieve a suitable identity for web pages, learn attracting search engine spiders.
5. Learn essential SEO Algorithm Updates by Google.
6. Learn Website Analysis.

Course Card Details

1. Learn to analyse a website and understand various SEO criteria.
2. Understand SEO analysis tools, their practical use, etc. Learn to prepare a documentation report related to initial website analysis, traffic ranking analysis
3. Learn KPIs in SEO. Learn how to modify the website pages, URL structure, header section, content, and image, anchor texts, heading tags, and optimise website pages.
4. Learn to attract Google bots and make impressive to users, generating more impressions, clicks, click-through rates, page views, easy navigation.

Topic Covered:

SEO Training Topics & Syllabus:

Basic SEO Training Topics Covered Following Sessions

- ✓ What is SEO
- ✓ History & Evolution of SEO
- ✓ Essential SEO Algorithm Updates by Google
- ✓ On-Page Optimization topics
- ✓ Google Search Console (basics)
- ✓ Google Analytics
- ✓ Bing Optimization
- ✓ Practical Training in Live CMS Websites
- ✓ Practice Training in HTML Pages
- ✓ Practical On page training in PHP pages
- ✓ Website Analysis, Tools, Audit & Documentation
- ✓ Detailed Class on Search Console
- ✓ Local SEO
- ✓ Conversion Optimization
- ✓ Off-Page SEO
- ✓ Recovery Tools

SEO Advanced Covers the Following Topics

- ✓ Canonical
- ✓ Open Graph Optimization
- ✓ Schema Markup
- ✓ AMP Optimization
- ✓ SEO Analysis of Website
- ✓ Website Analysis
- ✓ SEO Competition Analysis
- ✓ Keyword Research
- ✓ Keyword Finalize
- ✓ Search Engine Optimization Strategy Analysis
- ✓ Initial Ranking analysis
- ✓ On-Page SEO Optimization
- ✓ Google Base Optimization (Google My Business)
- ✓ Reputation building
- ✓ Bookmarking
- ✓ SEO Content writing
- ✓ Quality link building
- ✓ Article submission
- ✓ Press Release Creation
- ✓ Blog commenting
- ✓ Forum Posting
- ✓ Social Media Optimization & Marketing
- ✓ Social bookmarking
- ✓ Social Networking Profiles creations

- ✓ Social Networking Profile Optimizations
- ✓ Content Sharing Optimization
- ✓ Video Optimizations
- ✓ Social media advertising (PPC)
- ✓ Blogging
- ✓ Blog Optimization
- ✓ Search Engine Marketing
- ✓ Slide submission
- ✓ Pay-per-click (PPC) campaigns
- ✓ Search Engine Marketing Research
- ✓ Video Marketing
- ✓ Image marketing
- ✓ Reputation Building
- ✓ Authority building
- ✓ Trust building
- ✓ Relationship building
- ✓ Mentions
- ✓ Tagging
- ✓ Profile optimization
- ✓ Profile building
- ✓ Conversion Optimization
- ✓ Conversion analysis
- ✓ Conversion Tracking
- ✓ Conversion Creation
- ✓ Conversion building
- ✓ CTR Improvements tactics
- ✓ ROI conversion optimization
- ✓ Training for Usage of SEO Tools
- ✓ Webmasters tools
- ✓ Analytics
- ✓ Keyword Planner
- ✓ SEO Marketing Tools
- ✓ Website Analysis Tools
- ✓ Trend Analysis Tools
- ✓ Related keyword research tools
- ✓ Advanced SEO Sessions
- ✓ Canonical
- ✓ Open Graph Optimization
- ✓ Scheme Mark up
- ✓ Data Highlighter
- ✓ Rich Snippets
- ✓ AMP (Accelerated Mobile Pages)

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