

CETPA INFOTECH PVT. LTD.

CURRICULUM FOR SEO

BASICS OF SEO INTRODUCTION TO SEO

- What is search engine optimization?
- How SEO works for websites?
- Differences in the ranking criteria of major search engines

IMPORTANCE OF SEO

In recent years, SEO has been emerged as a most promising career. More than 60% of the businesses are conducted online and wishes for high search engine rankings for their websites to survive successfully in competitive business world. With our extensive SEO training, you will come to know, SEO is more than just bringing tons of traffic to a website. It is an art and science enabling websites efficient enough to increase sales and profits of a business.

SEARCH ENGINES VS. DIRECTORIES

To be listed on the major search engines is the most important aim of the search engine optimization, because they can potentially generate traffic to a website. Most of us are familiar with yahoo, Google and MSN. However, the list is vast. Some of the other major search engines include AOL, Hotbot, AltaVista and many more. We will make you familiar with all the major search engines as well as tricks and techniques to secure greater visibility upon them.

TYPES OF SEARCH ENGINE OPTIMIZATION

- On Page Optimization
- Off page Optimization

ON PAGE OPTIMIZATION

On page optimization is the foremost step for any SEO strategy. It will not only help you to rank higher but will also enhance overall readability of your website. We teach you all the methods and tricks for effective on page optimization.

SEO ON PAGE OPTIMIZATION TOOLS

- Competitors Analysis
- Keyword Research
- Keyword Placement
- Title Creation
- Meta Tag Creation
- Meta Description Creation
- Content Optimization
- Keyword Density
- URL Structure Analysis
- Content Creation
- Image Optimization
- Sitemap Creation
- Use of robots.txt

- Doorway Pages
- Invisible Text
- Cloaking

SEO OFF PAGE OPTIMIZATION

Off-page optimization concentrate upon what can be done off the pages of a website to maximize its performance in the search engine results. It concentrates on getting back links through various link building strategies and other techniques.

SEO Off Page Optimization tools

- Search Engine Submission
- Directory Submission
- Article Submission
- Press Release submission
- Forums Posting
- Link Building
 - One-Way
 - Two-Way / Reciprocal / Link Exchange
 - Three-Way
- Blogs
 - Blogs Creation
 - Blogs submission
 - Blogs Commenting
- Posting Free Classifieds
- Google Mapping/Listing
- Social Book marking
- RSS feeds
- Video optimization
- Link Building

BLACK HAT / WHITE HAT / GREY HAT

SEO TOOLS

- Google Keyword Tool
- Word Tracker
- Keyword Spy
- Keywords Position Checker
- Keyword Density Checker
- Google Analytics
- Stats Counter

SEO REPORTING

SEO reporting enables you to review and monitor your progress in your SEO campaign. It is important to monitor the various statistics and indicators to secure stable top position. It helps to know what the data means and how it affects any website's search engine rankings.

HEAD OFFICE: 200 Purwavali , 2nd Floor, (Opp. Railway Ticket Agency), Railway Road , Ganeshpur, Roorkee – 247667, Ph.No.: 09219602769, 01332-270218 Fax - 1332 – 274960

CORPORATE OFFICE: D-58, Sector-2, Near Red FM. Noida -201301, Uttar Pradesh
Contact Us: +91-9212172602 , 0120-4535353

BRANCH OFFICE: 401 A, 4th Floor, Lekhraj Khazana, Faizabad Road, Indira Nagar, Lucknow-220616 (U.P.) Ph. No: +91-522-6590802, +91-9258017974,

BRANCH OFFICE: 105, Mohit Vihar, Near Kamla Palace, GMS Road, Dehradun-248001,
UK Contact: +91-9219602771, 0135-6006070

Toll Free- 1800-8333-999 (from any network)

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