

1. Search Engine Optimization (SEO)

Course Module:

- ❖ What is SEO?
- ❖ What are Search Engines and how is it works?
- ❖ Functions of search Engines
- ❖ What are Keywords?
- ❖ **ON Page Optimization**
 - Meta tag creations
 - Creating webpage in HTML
 - Keyword Optimization
 - Google Analytics
 - Google webmaster
 - Image ALT- Tag creation
- ❖ **OFF Page Optimization**
 - Forum Posting
 - Blogging
 - Classified Submission
 - Search Engine Submission
 - Blog Submission
 - Directory Submission
 - Profile Link Creation
 - Local Listings & Yellow Pages
 - Article Submission

- Press Release Promotion
- Social Bookmarking
- Pinging
- Photo Sharing
- Video Promotions
- Comment Posting
- PPT Submission
- PDF Submission
- Info graphics submission
- meme maker
- RSS Feed Submission
- CSS Submission

Duration: 3 Months

Call For More Information

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