

SEO Syllabus

On page SEO Optimization

- Website Structure Optimization
- Content Optimization
- Image Optimization
- HTML code optimization
- Meta tag creation & optimization
- HTML Sitemap creation
- Web master tools
- Analytics Setup & Monitoring
- Robots.txt Optimization

Off Page SEO Optimization

- Google Base Optimization (Google My Business)
- Reputation building
- Book marking
- 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
- Video Marketing
- Image marketing