

SEARCH ENGINE OPTIMIZATION (SEO) - Powered with AI

Search Engines and their operations

- Websites and Portals
- Website Designing/ Architecture
- Basics of HTML.
- Web Internet Marketing Concepts
- Domain and Hosting
- Blogs / Blogger
- Search Engine Friendly Website.
- Search Engine Marketing.
- Online Branding
- Page Rank
- Social Media Optimization.
- Case Studies and SEO Strategies.
- Search Engines V/S directory
- Track Visitors

On-Page Optimization

- Meta Tags
- Internal Hyper Linking
- Content Optimization, Content Writing
- Image / Video Optimization
- URL Creation / Optimization
- Sitemap Creation
- Robots.txt File, .htaccess File
- Paraphrasing, Plagiarism Checking
- Sitemap Generation and submission

AI in content writing For SEO

- Keyword Research
- Content Generation & Structuring
- SEO Analysis & Content Optimization
- Content Personalization & Updates

Off-Page Optimization

- Search Engine Submission
- Comments Posting
- Link Building, Press Releases
- Free Classifieds, Forums
- Guest Books
- Article submission Directory submission
- Blogs submission
- Social Bookmarking, Social Networking
- Link Exchange, Link Buying

Report Generation

- Setting up Google Search Counsole
 - Google Analytics

Pay Per Click (PPC -Course)

- Pay Per Click Overview
- Industry related Keywords Research & Analysis for PPC
- Competitors Website Analysis
- Google Adwords concept
- How Google Adwords work
- Keywords Bidding Strategy & Bidding Management
- How to create Ad
- How can make better landing page
- Setup PPC Campaign
- Conversion Tracking Setup
- Traffic Monitoring, Ad Monitoring
- ROI Analysis
- Create reports for PPC
 - SEO With Wordpress
- Google Webmaster, Google Analytics

o **Live Project**

Duration: 15-20 Classes X 1.5 Hrs

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