



**SEO and internet marketing training**

**Advance Training by Ruchiwebsolutions**

**We do Online SEO Training**

**We do Class Room SEO Training**

**SEO & internet marketing Training**

## Basic of Topics in SEO

- What is Internet
- What is website
- Major Search engine. Submitting into google/bing
- What is SEO, SMO[social media opt] & SMM[social media marketing].Role in your website.
- Major Directory.. Google dir, yahoo dir.
- Search engine VS directory
- Page rank and pr algorithm
- Google sandbox effect
- Web site architecture
- Essential of good website
- Domain and hosting
- How search engine internally works

# Keyword analysis and research

## **Keyword analysis and research & competitor analysis:**

- ✓ Swot analysis
- ✓ Target segmentation
- ✓ research : finding the good key word
- ✓ Competitor analysis
- ✓ Finding appropriate keyword
- ✓ **Keyword research tools: - Google Keyword search, Google suggest.**
- ✓ **IBP tools + wordtrack + other tools**
- ✓ <http://freekeywords.wordtracker.com>
- ✓ <https://adwords.google.com>
- ✓ Google search results hints
- ✓ Google auto search
- ✓ Competitor website.

## Different types of SEO

- Black hat SEO: Black Hat SEO: So evil he's a typosquatter installing spyware. Plain illegal, too. Google will give penalty of your website search.
- White Hat SEO: This person puts up the content that people are actually searching for, and prepares the site to make it very accessible. White Hat SEOs only optimize those of their pages they deem worthy to be ranking top in search engines.
- Gray hat SEO: An SEO who actually reads the search engine's webmaster guidelines, but then tries as much "evil" as she can get away with.

## Two type of seo: 1) on-page 2) Off-page SEO

- 1) On page seo=>
- Meta Meta tags
- Description
- Meta Keyword
- Creating robots file : stop crolling
- Header and footer of site
- Creating html sitemap
- Creating XML sitemap & html sitemap
- Optimizing seo contents
- Image tag optimization/logo optimization/banner/logo optimization
- Canonical or 404 implementation

## Other On page optimization

- Keyword density analysis
- Anker tag
- url renaming/shortening
- Google webmaster tools
- Yahoo rss feeds submission
- Header and footer of site
- Title in anker tag
- Domain name planing
- What page name / folder name/sub-domain.
- More page more content.
- Content optimization

## Off page optimization

- Submission to major search engine. Google ,yahoo, bing
- Local marketing
- Directory submission
- Blog submission 1) blogging or commenting 2) blog profile
- Article submission
- Free classified
- Forum submission
- Press release submission
- Video optimization
  - *Rss feeds implementation and submission*
- Link building: how to create back links
- How to promote home page
- Prompting subsequent pages/inner page

## Others Offsite Optimization

- **Social Bookmarking:** Social bookmarking is a method for Internet users to share, organize, search, and manage bookmarks of web resources. Unlike file sharing, the resources themselves aren't shared, merely bookmarks that reference them. called Reputation building.EX: dig, delicious, stumble.
- **social networking:** A social network service focuses on building and reflecting of social networks or social relations among people, e.g., who share interests and/or activities.EX: linkedin
- **Social media optimization[SMO]**



# Advanced SEO Techniques

- Restricting the project area of website
- Google Web Masters tools
- Competitor research and analysis in details
- Illegal SEO techniques & guidelines : black hat seo
- Google latest update. Google panda, hummingbird, google algorithm, google quality checker, spamming of site.
- How to do seo on wordpress.
- specialized training with are link detox program, Manual penalty recovery, Penguin and Panda recovery program, advanced link building, onsite optimization and Reputation management, Ahref tool check for quality and categorize, remove as many bad links,

# SEM : search engine marketing or internet marketing

- Google adword
- Pay per click
- Keyword research keyword in adword
- Google traffic monitoring / google analytics
- How google adword works
- Keyword bidding strategy
- How to create add COMPAINGN
- How can make better landing page
- Set up **ppc** campaign
- Create reports for ppc
- Google adsense
- Affiliated marketing

## Other s SEM : search engine marketing

- Developing marketing strategy for smo
- url shorting tools
- Using tools and application for smo
- Viral marketing for youtube
- ROI in social media marketing
- Banner advertisement
- news letters template
- mail list development
- **Social Media Monitoring and Engagement tools**
- Tweetdeck, radian6, Hootsuite
- Intergrating Facebook in your website
- How to integrate Twitter into you webiste.

## SEO tracking, Reporting and Management

- Google analytics reports: traffic report
- Search engine rankings
- Keyword analysis and page ranks.
- Yahoo , google, bing webmaster tool
- SEO tools like directory submission tool, article submission tool [<http://www.seo-smo.net/2010/01/05/top-7-social-bookmarking-tools/>]
- Email marketing
- SMS marketing

## Bidding of website and generating market

# Creating Report

## How to create report after leaning the SEO:

- How to check client website.
- What is the present status of your client site.
- How many back links
- What is the page ranking
- On-page and off page.
- Proper Linking
- Content optimization.
- How to create report in professional ways

## Time Duration & Course Fees

- **Total Duration of Advance SEO Course:**  
**18 Days [ 1 hour everyday, Monday to Saturday ]**
- 1 hours practical session daily on live project. One hour theory session. You will get full exposure on live and real time work.
- We cover all the topics with live project implementation.

FEE FOR ONLINE SEO Training is \$160

If you want to learn full seo then you must have to register one domain and create one website so that you can practice on your website . We are also giving 5 pages website with one domain and hosting = 2000 RS, why do not you take this for better understand of SEO so that you can practice on your website.

Contact to Ranjan : +91-9032803895

## Get touch with us

For any questions you may have you may contact myself at [info@ruchiwebsolutions.com](mailto:info@ruchiwebsolutions.com)

Website: <http://www.ruchiwebsolutions.com/>

For any doubt and clearance, call me in India: 91-09032803895

Note: How to chat with me?

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