**Advance SEO Course Training**

**Course Name** : Advanced SEO Training  
**Duration** : 20 Session - Full Theory / Practical with Live SEO Projects  
**Fee**s : INR 6000/-    
**Time** : 6.00 to 7.00 evening (Monday to Friday)

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**Advanced** **SEO Course Details**

**1. SEO Introduction:**

1. Brief on Search Marketing
2. What is SEO
3. Importance of SEO
4. SEO Process
5. Black hat techniques
6. Search Engines and Directories
7. SEO Industry Research, Figures
8. How Search Engine works

**2. SEO Research & Analysis:**

1. Market Research
2. Keyword Research and Analysis
3. Keyword opportunity
4. Competitors Website Analysis
5. KEI Analysis
6. How to Choose Best Keywords
7. Tools available for Keyword Research

**3. On-page Optimization:**

1. The Page Title
2. Body Text & Keyword Density
3. Headings
4. Bold Text
5. Domain Names & Suggestions
6. Canonical Tag
7. Meta Tags
8. Images and Alt Text
9. Link Titles
10. Internal Link Building
11. The Sitemap
12. Invisible Text
13. Server and Hosting Check
14. Robots Meta Tag
15. Doorway Pages
16. 301 Redirects
17. Duplicate content

**4. Off-page Optimization:**

1. Page Rank
2. Link Popularity
3. Link Building in Detail
4. Articles
5. Links Exchange
6. Posting to Forums
7. Directory Submission
8. Blog Submission
9. Submission to Search Engine
10. Press Release Submissions
11. Forum Link Building
12. Competitor Link Analysis

**5. SEO Tools:**

1. Keyword Density Analyzer Tools
2. Google Tools
3. Yahoo Tools
4. Bing Tools
5. Text Tools
6. Comparison Tools
7. Search Engines Tools
8. Site Tools