

### What You Will Learn in SEO Course

You will learn everything need to be an expert, You can add extra topics in your course, which you want to learn without any charges but it should be relevant to course at free of cost, but still below is training overview.

- Overview of seo.
- Search engine and how they work.
- Keyword research for seo.
- Importance of seo for business.
- SEO strategy and implementation
- Site structure optimization.

#### On Page SEO

- Basics of On Page Optimization.
- URL and directory structure optimization.
- Meta tags and image optimization.
- Heading tag hierarchy and optimization.
- Block level optimization.
- Navigation and anchor tags optimization.
- Keyword Proficiency and implementation.
- LSI (Latent Semantic Indexing) and effect.
- SEO copyrighting and content value.

#### Off-Page Optimization

- Basics of Off Page Optimization
- Basic Concept of SEO and how it's real impact for business.
- Keyword research/analysis and how to make strategy for different product/Website.
- All techniques and algorithm required for Become Professional SEO Expert.
- How SMO(Social Media Optimization) help search results.
- Site structure basics and optimization.
- UI/UX and lead generation guide.
- How to Analyse and grow any business through SEO.
- Advanced level On-Page optimization tips.

- Off-page optimization tips and strategy.
- Link building type, structure, basics and advanced level strategy.
- Latest optimization techniques for On-Page and Off-page.
- Local, National and International optimization.
- Complete Local SEO Guide for Local search results.
- Advanced and Power Search and their usage.
- Required tools for Search Engine Optimization.

### SEO Algorithm and their updates

- SEO algorithm basis
- Why search engines needs to update their algorithm updates.
- Panda, penguin, humming birds and their updates.
- Recovering sites from panda, penguin and humming bird attract.

### SEO Tools

- Alexa Ranking
- MOz Toolbar
- Crazy Eggs tools
- Google Analytics
- Googel Webmaster Toolsbar

### Scope After completing SEO Course

SEO has bright future and its will be remain until websites and internet is present. Now with increase the usage of Internet in India it's become necessary for every business to present online with good reputation and position. And seo training is one of important part of Digital marketing course and its value is more than 70% in overall internet marketing industry.

So after complete seo Course from our institute you will not only able to work on MNC'S company but also will confident to rank any highly conversion-able keyword for first position and generate more leads for any type of business. Your future is not limited to the job, after good understanding of seo you can start your own business and generate more leads for your own business.

### Who can Attend SEO Training

## W3Training School- SEO Course Content

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- Any small and large scale business owner who is looking for increase sales and leads through good search engine results.
- Who is looking for become a professional blogger and want to bring lots of traffic and looking for reach your blog on next level.
- Who is looking for making a career as a SEO (Search Engine Optimization) Expert in Industry.
- Affiliate Marketer, who is looking for increase affiliate website or affiliate business.

### Why w3training School

- Learn from SEO Experts, no hired faculty.
- Complete seo training is based on live projects.
- Flexible Timing, choose the time best suits with your busy schedule.
- Lowest fee in the same industry with high quality training level.
- Lifetime Free Support and Retake classes for future updates or in case of any doubt.
- Personalize training for every student. No batches of multiple students.
- We provide hand's on practice to our students with real projects.
- Free E-Book for self study.
- 100% job Assistance Program.
- Daily Assignment base training for individuals.