

## SEO

### **Off page Optimization: (Search Engine Marketing)**

- History of search engines
- Social Bookmarking
- Classified postings
- Article postings
- Email Marketing
- Free Press releases
- Traffic Sources Reports
- Trade lead posting
- Rss Feed Marketing
- Introduction to Offsite Optimization
- Social media Optimization
- Hosting of Google sitemap
- Submission to search engines
- Linking Building Methodology
- Types of Linking Methods
- Search engines vs. Directories.
- Blog Creation & Blog commenting
- Creation of forums, participating in forums
- Participating in groups & Creation of new groups
- Keyword analysis, website analysis, Competitors Research and Analysis
- Link building Concepts, One way linking / two way link building advantages

### **On page Optimization:**

- How to Choose Domains.
- Seo lead qualifying and closing strategies
- Keyword Placement.
- Pre Optimization Report
- Key word research
- Competitors' website analysis
- Rewriting robot friendly text
- Header Tags Optimization
- Title Tag Optimization
- Meta Tag Optimization
- SEO Content Writing

- Image Tag Optimization
- Key words Optimization
- Anchor Links Optimization
- URL Selection
- Seo Website Architecture Planning
- Alt Tag Optimization
- Website structure Optimization
- Body text and content Optimization
- Sitemap for link Optimization
- XML Sitemap Creation
- Rss Feed Creations
- HTML coding optimization for seo standards
- How to do Effective Website design for search engine optimization
- Identification of unique visitors and return visits to websites.
- How to write seo friendly Content, content research and content Re-writing

### **Position Monitoring:**

- Monitoring website ranking with different keywords
- Difference between White Hat SEO and Black Hat SEO.
- How to do Seo for Static Websites and Dynamic websites.
- Constant research of updated technology for better positioning
- Anatomy of Google, yahoo, msn and major search engines
- Renewal of expiry trade leads and posting new trade leads
- Research on current popular directories and site submission
- Changing methodology with change in search engine algorithm

### **Social Media Optimization**

- Social Networking Sites. (Google Plus, Facebook, Twitter, Linkdin etc)
- Social Bookmaking Sites. ( Pinterest, Stumble upon, delicious, reddit, Indian
- Social Book marking Sites, Global social book marking sites etc)

### **Pay Per Click (PPC)**

- Affiliate Marketing.
- Google Adsense.
- Google Adwords
- PPC or Pay per Click Campaign Management.

### **SEO Tools**

- Alexa ranking Tool

- Page rank Tool
- Seo Tools and Usages.
- Google Analytics Tool
- Google Webmaster Tool
- Keyword Research Tools
- Competitive Analysis Tools
- Website Traffic Analysis Tools
- Website Quality Analysis Tools
- Robo forms