



SEO/SEM Training Program

The SEO Guru
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1. Overview

SEO Guru provides SEO training and SEO Consultancy to individuals and business houses. SEO Guru started off as an Internet Marketing Consultant and Corporate SEO / SEM training provider in Noida in the year 2000. In the last nine years SEO Guru has contributed 400+ SEO Consultants to India and abroad.

SEO course offered by SEO Guru provides its students complete and thorough knowledge of Search Engine Optimization, which is essential for the success of online business.

SEO training, programmed by us imparts not only theoretical but practical know-how as well, hereby giving you that cutting edge experience to perform well in the Internet Marketing field and experience the proud feeling of being one of the best Internet Marketers in the industry.

2. Who can join this course?

Any professional who is interested in making headway in online selling will benefit from this course. It is highly recommended for marketing professionals and IT professionals like website designers, web content-writers, web developers, web testers, etc.

3. Prerequisites/Duration/Fees

Prerequisite	Working Knowledge of HTML and Internet as well as Search Engine
Duration	40 hours
Fees	10,000 /- Rs only

3. Course Module

The Whole course is divided in Four Phases

Phase – I (Web & Search Engines)

- Introduction – Internet Marketing / SEM
- Need of Search Engines and IM (internet marketing)
- How Search Engine Works?
 - Development of our own Search Engine
 - Caching, Crawling & Indexing
 - Search Engine History
- Hack with Google (Google Commands)
- Creating our own web site/Portal
 - Domain Name Registration
 - Web Hosting & SEO
- Working of Robots
- How does .htaccess works?
- HTTP Headers
- Real Time & Automated Visitors
- Google Algorithms
- Google Updates
- Google Terms
- Let's make our browser Search Engine Informative

Phase – II (Analysis & Optimization)

- Analysis (Website & Competitor)
- Keyword Analysis & Research
- How to make a SEO Plan?
- Content Optimization
- Search Engine Optimization
 - On-Page Optimization
 - Off-Page Optimization
- Social Media Optimization
- White Hat/Grey Hat/Black Hat

Phase – III (Google Tools)

- Google Analytics
- Google Web Master Central
- SEO Tools

Phase – IV (Google Adwords)

- Introduction to Search Engine Marketing & Google Adwords
 - Basics of PPC Advertising
 - Google Ad words Terminology
 - Google Ad words Features
 - Google Ad words Benefits
- Account Setup
- Ad Creation
- Defining Bidding Strategies
- Tracking Ad Performance
- Google Desktop Adwords Editor