



CERTIFICATION PROGRAM IN **SEO + WORDPRESS WEB DESIGN + BLOG MANAGEMENT**

16
Hours of Learning

50+
Core Topics

1
Certification of Completion

Introduction To SEO

- What is SEO & its importance
- How do bots discover a new website?
- How to submit a website to Google Search Console

On-page SEO

- Top Level Domain
- Website Navigation
- Breadcrumbs
- Domain Authority / MR / Page Authority using MOZ Bar
- Technical SEO
 1. Secure Sockets Layer - SSL Certificate
 2. Robots.txt
 3. Types of Sitemap
 4. Limitations of a Sitemap
 5. Sitemaps Creation and Submission
- URL Optimisation
 1. Define URL Structure
 2. Defining Hierarchy for the URLs
 3. URL Structure for Static & Dynamic Pages

- Content Strategy
 1. Main Pillars of Content
 2. Content for users Vs Content for Bots
- No-index; No-follow tag
- Canonical Tags
- Meta Tags
- Introduction to Meta Tags
- Meta Tag Creation Techniques
- Keywords
 1. Types of Keyword
 2. Keyword Research Methodology
 3. Manual Method & Automatic method of Keyword Research
- Heading Tags (H1 to H6)
- Image Optimisation using Title & Alt tags
- Internal Linking
- Implementation of On-page Factors on Website
- Mobile Friendly Test









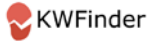



- Page Load Time & Page Speed Suggestions
- Redirection Tags
- Schema Structured Data Creation & Implementation
- Website Analysis & Audit Mechanism
- SEO for Ecommerce Websites
- Google Webmasters
 1. Introduction to webmasters
 2. How to submit a new website
 3. Search Appearance Report Analysis
 4. HTML Improvements
 5. Search Traffic Report Analytics
 6. International Targeting
 7. Manual Actions
 8. Mobile Usability
 9. Removing Indexed URLs
 10. Crawl Errors and Stats
 11. Robots.txt tester
 12. Sitemap url submission
 13. Webtools
 14. Backlink Analysis

Off-page SEO:

- Introduction to Off-page SEO
 1. Types of Links
 2. Follow Vs No-follow
- Search Engine Submissions
 1. Introduction to Bing Webmasters
 2. How to submit website to Bing Webmasters
- Link Building Methodology
 1. Directory Submissions
 2. Social Bookmarking
 3. PDF, PPT Submission
 4. Press Release Submission
 5. Article Submission
 6. Image, Video Submission
 7. Forum Submission like Quora.com
 8. Blog Commenting & Guest Blogging
- Local Business Listing
 1. Submission to Classified Sites
 2. Google Business Listing

- Business Review Site Submission
- Off-page SEO implementation for businesses using Digital Marketing Agency Template
- Off-page Competitor Analysis
 1. Competitor Backlinks Analysis
 2. Competitor Traffic Sources
 3. Competitor Blog Analysis
- Google Disavow Tools
- Google Updates & Algorithms
 1. Payday
 2. EMD
 3. Panda
 4. Pirate
 5. Penguin
 6. Pigeon
 7. Hummingbird
 8. Mobilegeddon
 9. Rank Brain
 10. Possum
 11. Fred

Hands-on Practical Training On Following Tools

Website Planning, Creation & Blog Management

- Introduction to Domain, Hosting & CMS
 - Understanding the Dashboard
 - Publishing Content on the website
 1. Text vs Visual Editor
 2. What are Permalinks
 3. Adding Images to Content
 4. Embed YouTube Videos on the website
 5. Adding Featured Image to content
 6. Scheduling content for website / blog
 - Adding structure to the Website
 1. Adding a Navigation bar
 2. Defining the look and feel using themes
 3. Adding sections to the website
 4. Utilising the Sidebar & Footer areas of the websites
 - How to convert Website Traffic to Leads or Social Media Followers
 - Adding a Carousel to the website
 - Techniques to organise content
 - Generate User Access to the website
- Blog Management
 1. Difference between a Blog and a Website
 2. How to integrate Blog Section with Website
 3. Choosing the Right Niche
 4. Auto-posting blog content to multiple social media platforms
 5. Analysing Revenue Opportunities

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VASHI

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