



Course Content

- History of search engines
- Search engines vs. Directories >
- HTML coding optimization and standards
- SEO for Dynamic websites and Static Websites
- Google Analytics
- Website Architecture analysis
- SEO tools and usage
- Exposure on Google Webmaster tool
- Directory Submission
- Search engine submissions
- Affiliate Marketing - E-mail Marketing
- XML-RSS Marketing.- Social media optimization
- PPC campaign Management
- Visitors source identification & behaviour analysis
- Website content writing for SEO

Anatomy of Google, yahoo, msn and major search engines

Keyword analysis, website analysis, Competitors Analysis

How to write SEO friendly Content, content research and content Re- writing

Competitors Research for better search engine placements

Link building and Advanced link building concepts

One way linking / two way link building advantages and disadvantages

Postings in forums, Blogs, Guest Books, Classifieds for SEO

Duration : 2 Months

Eligibility : Knowledge of Internet.

Available Batches : **Regular Batch** -> Monday-Saturday

WeekEnd Batch -> Saturday and Sunday

Fast-Track Batch -> 4 to 5 hrs daily

Present & Future Scope

Got placements in Mid and Large size co.s
Dotnet 100% oops (Object Oriented Programing)
New Features MVC boost up demand of dotnet
For long term dotnet is good technology
Preferes for Web and Window base development
Giant ERP mostly developed using Dotnet technology
We are famous as SEO training institute in ahmedabad.

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