

SEARCH ENGINE OPTIMIZATION (SEO) Training Program



We are alive to witness a time when humankind is using computer technology to push the limits of knowledge and freedom. We connect in the digital underworld of the Internet. Information and services are available at our convenience, making human contact unnecessary.

The Internet provides people with options. People want immediate results, custom-tailored information, and the freedom to make decisions when they are ready. The Internet has become a way of life and the way of business. Don't let the web intimidate you -- make your web site the best.

Get onboard with SearchEngines.com to make a place for yourself on the Net. With a plan, a little determination, and our solid strategies for Internet marketing, you will make it happen.

What you'll learn

Marketing on the Internet is an effective way to create a future for your company. To learn valuable strategies and information, hang out with us for a little while and we'll take you through the steps. In this site, you'll learn how to:

- Build an online presence for your business
- Boost traffic to your web site
- Find out who your customers are
- Learn how to meet customer needs more efficiently

Program is offered by: 3D Educators – Trainers & Consultants

Table of Contents

Detail

Inauguration

Structure

Topics & Time Allocation

Other Learning Activities

About the Program Designer & Instructor

Syllabus

3D EDUCATORS

TRAINERS & CONSULTANTS

Program Details

Inauguration

The Training Program will be inaugurated by a senior member of 3DEducators

Program Structure

Number of classes in a week	One Class Per Week
Duration of each class	2 – Hour
Total Duration	16-Hours

Other Learning Activities:

Classroom Assignments	2
Presentations by Trainees	2

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TRAINERS & CONSULTANTS

About the Program Designer & Instructor

The Profile of Program Designers & Instructors is given below:

The “**SEARCH ENGINE OPTIMIZATION-SEO**” Program has been designed and will be conducted by the Senior Consultants who have been the fifteen years experience in Web Marketing Technology in the E-Commerce field, although they have worked for public, private and National and Multinational Companies.

The Person are qualified and certified in Networking and PhD, MBA (MIS), MS, MSc Applied Physics.

At present, faculty is working with the top most company in Pakistan and involve in the Web Marketing projects in a senior position, also involved to provide training for last fifteen years.

3D EDUCATORS

TRAINERS & CONSULTANTS

Program Syllabus

COURSE CONTENTS:

- Fundamentals of Search Marketing
- Keyword Research: Keyword Discovery Tools, Decision Making, Organic vs. PPC
- Keyword grouping
- Density of Keywords
- Appropriate Keywords
- Content Generation: Optimizing Pages, Writing Good Copy Using Keywords, How To Deal With Pages Moved Or Performing A Remodel, How To Deal With Large Sites & Difficult Programming
- SEO Diagnostic audit: Web Site Architecture, Web Site Page Construction and External Influences
- Link Building: Internal Linking, Linking & Linking PR, How To Acquire Good Inbound Links
- The importance of quality links and a good linking strategy
- The importance of patience with Search Engine Optimization
- What not to do to avoid being penalized for search engine spam.
- What to do if you get banned by a search engine
- Developing a comprehensive strategy: Reporting, Web Analytics, Brand Reputation Monitoring
- And Many more SEO services explained by SEO specialist
- Concepts of Hats
- Onsite SEO Methodologies
- Offsite SEO Methodologies
- Google Robots, Crawlers & Spiders Behaviors