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ACADEMY

*“Where Digital Learning Begins”*



PREMIER

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Bing

Google  
CERTIFICATIONS FOR MARKETERS

facebook

YAHOO!

**WEBHOPERS ACADEMY**

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BE

# THE NEXT



YEAR  
2010  
Bhavish & Ankit  
Founded



YEAR  
2010  
Vijay  
Shekhar  
Sharma  
Founded



YEAR  
2011  
Sandeep & Sanjay  
Founded  
✓ SHOPCLUES



Kulwant Nagi  
Founder of Blogging Cage  
bloggingcage  
Blogging and SEO tips



YEAR  
2007  
Sachin & Binny  
Founded



YEAR  
2002  
Anupam Mittal  
Founded  
shaadi.com  
The World's Largest Matrimonial Service



Harsh Agrawal  
Founder of Shout ME Loud  
SHOUT ME LOUD



Parul Bhargava  
Founder of vcommission



YEAR  
2008  
Deepinder & Pankaj  
Founded



sandeep Maheshwari  
Motivational Speaker



YEAR  
2010  
Kunal & Rohit  
Founded



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**“ We think the Webhoppers curriculum is  
super preparation for Digital Marketing ”**

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# SEO TRAINING COURSE

## PART - 1 :

### DIGITAL MARKETING OVERVIEW

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- What is Digital Marketing ?
- Why Digital Marketing is Important ?
- Why Digital Marketing over Traditional Marketing ?
- Techniques Used in Digital Marketing (SEO, PPC, SMM, SMM, Email Marketing, Display Advertising, Inbound Marketing, ORM)

## PART - 2

### MARKET RESEARCH AND ANALYSIS

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- Keywords Research (Main Keywords, Key phrase, prefix and suffix)
- Competitor research (Competitor List, their presence, Competitor SERP, DA, PA)
- Target areas and goals.
- Roadmap Creation.
- Complete Domain Guide

## PART - 3

### WEBSITE CREATION AND PLANNING

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- What is Domain name ?
- What are the top domain registrar names sites ?
- How to purchase domain names from different sites?
- What is web hosting server ?
- How to attach domain name with web hosting servers?
- How to install WordPress on hosting servers?
- Wordpress Backend training ?

## PART - 4

### SEARCH ENGINE OPTIMIZATION

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- What is Search Engine Optimization ?
- What are search engines ?

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- Twitter Optimization
- Twitter Analytics

## ON-PAGE SEO

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- Title, url, meta description and keywords optimization.
- Heading tags, hierarchy and block level optimization, Image
- Presence of Bold, italic and listed items.
- Importance of unique content.
- Navigation in Page
- Anchor Text Optimization
- Keyword Proximity, Keyword Prominence, Keyword Density
- LSI (Latent Semantic Indexing)
- Rich media content Creation (Infographics, Slides, and Video Content)

## ON SITE SEO

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- Website structure
- Regular Updation
- Page Loading Speed
- Content and Code ratio
- Link Structure (Tree and Diamond)
- Breadcrumb.
- UI/UX

## OFF-PAGE SEO

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- Social Sharing
- Social Bookmarking
- Directory Submission
- Link Building Guide
- Link Equity
- Link Diversity
- Reciprocal link
- Link Frequency
- Guest Blogging

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## SEARCH BEHAVIOUR

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- CTR Impact
- Search Spam

## LOCAL SEO

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- Working process of Local Search Result
- Google Plus local Business Creation
- Bing Places
- NAP
- Citation for local seo

## SEARCH ENGINES AND THE ALGORITHM

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- How Search Engines like Google, Bing and Yahoo works
- Search Engine Sitemap Submission
- Search engines algorithm and their importance.
- (Panda, Penguin, Hummingbird and their importance)
- Search Engine Spams.

## SOME IMPORTANT TERMS IN SEO

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- 301 and 302 redirects and their usage
- rel="canonical" rel = "nofollow" , rel="Noindex"
- DA and PA
- Some Black Hat seo terms (Cloaking, Doorway pages, Link Farming, Content
- Spinning, Commenting, hidden text)
- Nofollow and Dofollow Links
- Robots.txt and .htaccess files
- Introduction to ASO
- Monthly Reporting

## PART - 5

## GOOGLE SEARCH CONSOLE TOOL

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- Webmaster/Search Console Website Verifications

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- search appearance overview
- Understanding Search Analytics
- Site backlinks
- Managing Spam Backlinks
- Managing International and Local Ranking
- Analyse Google Indexing Status
- Removing Results from Google Indexing
- Understanding Crawling and it's issues
- Robot.txt tester and Sitemaps

## PART - 6

### GOOGLE ANALYTICS

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- Overview of Google Analytics
- Getting tracking codes for websites
- Users Behaviour and users flow
- Getting insight of users behaviour on website
- Traffic analyses
- Goal setup

## PART - 7

### CONTENT MARKETING

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- How to build Content marketing Strategy
- Create curation for audience
- Create Content in Slides, PDF,s And video format.
- How to get content development ideas.
- Content distribution through social media and other platforms

## PART - 8

### ECOMMERCE MARKETING

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- eCommerce Market Research
- Is Content Necessary in eCommerce
- Site Structure for Ecommerce
- Ranking New Product
- Managing Duplicate Content
- Managing Seasonal Products

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cosmetics

**parsh**

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YOU FUTURE  
READY**

*“Keep Learning & Accelerate Your Career  
As A Professional Digital Marketer”*

~~yesterday~~  
**NOW**  
~~tomorrow~~

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