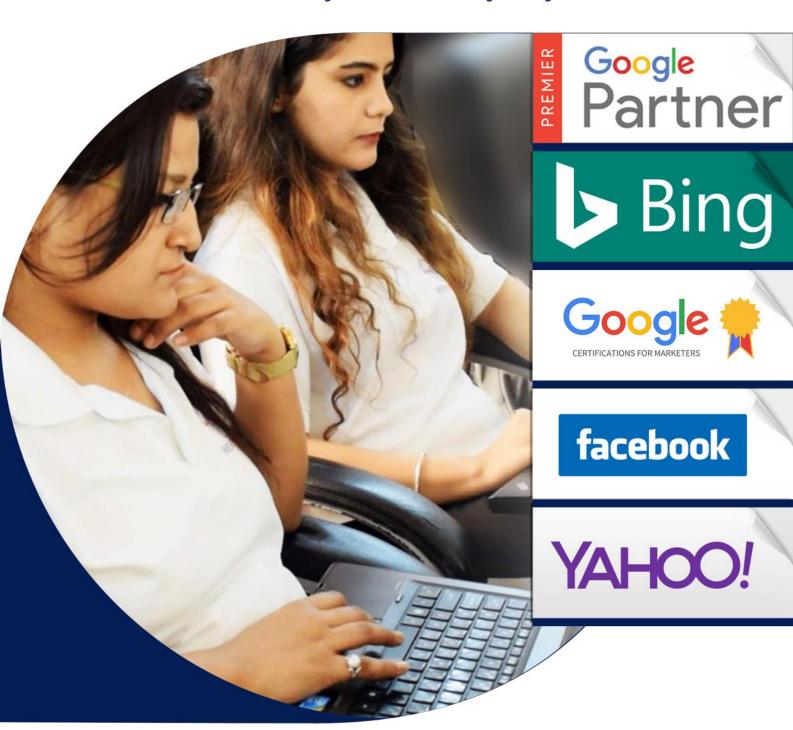


"Where Digital Learning Begins"



# **WEBHOPERS ACADEMY**

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# BE THE NEXT





























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We think the Webhopers curriculum is super preparation for Digital Marketing 77

#### SEO TRAINING COURSE

# **PART-1:**

# DIGITAL MARKETING OVERVIEW

- · 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

- 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

- 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

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

- Twitter Optimization
- Twitter Analytics

#### **ON-PAGE SEO**

- 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**

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

# **OFF-PAGE SEO**

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

# **SEARCH BEHAVIOUR**

- CTR Impact
- Search Spam

#### **LOCAL SEO**

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

# SEARCH ENGINES AND THE ALGORITHM

- 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

- 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

Webmaster/Search Console Website Verifications

- 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**

- 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

- · 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**

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



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