

**Registered Office:**

7-Way Lane, Ram Mohan Rai Marg,  
Lucknow - 226 001, India.  
Tel/Fax : 91-522-2205664 / 2205665



## SEO Certification Course

SEO is a strategy of online marketing or a process of optimizing a website to rank high in Search Engines to improve the volume and quality of traffics to a web page from major search engines. The higher a web site ranks in the results of a search, the greater the chance that site will be visited by a user. When someone types a word or phrase into search engines (like Google) looking for your product, you want to appear on the first or second page of the search results. Search engines rank websites by the quality of incoming links to a site from other websites. If your website get link from another site then it's a vote for your site in 'eyes' of search engines. It really is a simple and interesting process that you will enjoy doing yourself. SEO is important not only for the high ranking in search engines but also for the good return on investment.

## Advantage of the COURSE

Half the world's population now has access to the Web and nearly 90% of them find websites through Search Engines. Search Engines drive more than half of online purchases. There are over 21 billion web pages fighting tooth and claw for the best search position. There are billions of other pages not even listed in any search engine. Now it's a right time to accept Search Engine Marketing tactics used by webmasters throughoutworld.

e.Soft CONNECT is already in a field of SEO / SEM Services and having more than 8 years of real time experience in web promotion. Now we are introducing a SEO Certification Course in order to enhance the students with our 8 Years of industrial experience.

SEO certification at e.Soft CONNECT is to lead the Search Engine Optimization industry. We have a dedicated team of SEO professionals to serve you the highest quality services. We provide training in Complex Search Engine Optimization Strategies, On-Page and Off-Page Factors, Site Monitoring, HTML Code and Usability Analysis by industrial experts at affordable prices.

Search engine optimization (SEO) is promotion of websites for maximizing the volume or quality of traffic to a website from search engines via natural search results as opposed to other forms of search engine marketing ("SEM") which may deal with paid inclusions. The theory is that the higher a site appears in the search results pages, the more visitors it will receive from the search engine.

Search Engine Optimization (SEO) is often considered the more technical part of Web marketing. This is true because SEO does help in the promotion of sites and at the same time it requires some technical knowledge – at least familiarity with basic HTML. Knowledge of programming can be an add on, as it will help in easy analysis of a site.

The acronym "SEO" can refer to "search engine optimizers," a term adopted by an industry of consultants who carry out optimization projects on behalf of clients, and by employees who perform SEO services in-house. Search engine optimizers may offer SEO as a stand-alone service or as a part of a broader marketing campaign. The term "search engine friendly" may be used to describe web site designs, menus, content

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management systems, images, videos, shopping carts, and other elements that have been optimized for the purpose of search engine exposure.

## Search Engine Optimization

### Advanced SEO training Course

#### Course Structure Includes

##### On-page Optimization Activities:

- Initial Site Analysis
- Competition Analysis
- Keyword Research & Analysis
- Density Analysis and Placement
- Title & Meta Tags development
- Site Structure Analysis
- URL renaming/re-writing
- Content Development Check
- Brief Keyword Competition Review
- H1, H2, H3 Tags placement
- Anchor Text
- Existing Web Content Optimization
- HTML Validation
- Creation of XML / HTML / ROR / Text Sitemaps
- Submitting sites to Google and Yahoo Webmasters
- Canonical / 404 Implementation
- Creating Robots.txt

**Note:** For Students those who don't have websites for Practice Purpose, We give them either one of our Existing sites for Practice or we make them do complete on page optimization on their own Blogs. We believe in complete Practical Training.

##### Off Page Optimization Activities

- Directory Submission
- Article submission
- Geo Listing and Local Listing, which includes Classified Submissions.
- Press Release Submission
- Blog creation, weekly Postings and blog promotion
- Link Exchange
- Press release news syndication
- RSS ( Really Simple Syndication)
- Social Bookmarking
- Forum Postings

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**Other Activities:**

- Google Sitemap Creation
- Yahoo Sitemap Creation
- Competitor Analysis & Monitoring
- Google Webmaster Account Setup and management
- Google Analytics (Statistics) setup and management

**Reporting:**

- Monthly Activity Reports
- Monthly Google Analytics Traffic Details Reporting
- Site Study & Suggestions

**Career Prospects:**

- Link Building Executive
- Off page Manager
- SEO consultant
- SEO Analyst
- SEO manager
- SEO Freelancer
- Manage your own business websites

**Course Duration & Fees****SEO Course Duration**

30 Hours

**SEO Course Fees**

6000 INR

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