



For More Details Call +91-983 912 0230
Email ID – deepinfotech2010@gmail.com

Search Engine Optimization Training

By [DEEP INFOTECH](#)

Course Name	Search Engine Optimization
Category	Application Programming Language
Venue	Deep Infotech
Address	497/97 Nai Basti Babuganj, Nirala Nagar Landmark: Near Ram Krishna Math Adjacent to Golden Orchid Hotel Lucknow-226020, Uttar Pradesh, India
Official URL	Search Engine Optimization Training
Demo Classes	At Your Convenience
Training Methodology	20% Theory & 80% Practical
Course Duration	2 Month's
For Demo Class	Call - +91-983 912 0230 / 7080346777 Email ID – deepinfotech2010@gmail.com



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Search Engine Optimization Training Outline

Deep Infotech one among the top ranking IT company in Lucknow provides a real time practical oriented training in SEO. The student will learn the basic of SEO techniques, on-page and off-page strategy, link building, search algorithm techniques, Google Analytics research etc

Deep Infotech SEO training is designed by our Digital Marketing experts having multiple years of experience in managing SEO, Social media, content marketing and many digital marketing projects.

MODULES COVERED IN THE COURSE

Search Engines & Basics

- What are Search Engines and Basics?
- How Search Engines works?
- Popular Search Engines.
- Crawlers / Spiders
- Visibility on Search Engines

Keyword Research & Analysis

- What is Keyword?
- What is Keyword Density?
- Various types of Keywords.
- Keywords Research & Analysis

On Page Optimization

- Meta Tag Optimization
- Image optimization
- Creating/uploading Robots file
- 404 Error Redirects
- 301 / 302 redirection

Off Page Optimization

- Article Submission

- Search Engine Submission
- Directory Submission
- Free Classifieds
- Forum Postings
- Social Bookmarking

SEO Tools

- Introduction to Google Analytics
- Creating/uploading Google Analytics code
- Various reporting tabs
- What are Sessions, bounce rate, new v/s returning users ?

SEO TRAINING FEATURES

- Small Batch Size
- Trainer having 9+ year Industrial Experience .
- Special Focus on Practical
- 2 hours of session per day
- Assignment Based Learning

WHY LEARN SEO

- Increasing demand of SEO in Industry
- Good Salary
- Better career path
- Job Satisfaction

WHO CAN LEARN SEO

- Any Graduate Student
- Web-designers
- Marketing professionals
- Business owners

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