TIB ACADEMY

TRAINING IN BANGALORE

DELIVERING THE BETTER TRAINING

Flexible, Affordable, Accessible service.







Affordable Fees

We provide quality training with lowest price. This opportunity is available only at TIB Academy.



Experienced Trainers

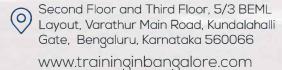
Learn technology with a experienced professional who have expertise in their particular technology.



Flexible Timings

We believe that everyone should get the opportunity to learn their desired course. So we provide flexibility timings.

Quick Contact













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SEO Basics

- Internet and Search Engine Basics
- Internet Marketing
- Importance of Internet Marketing
- Types of Internet Marketing Methods
- Importance of Search Engines
- How the search engine works
- Understanding the SERPs
- Using Search Operators
- Search Engine Algorithms
- Google Algorithm Updates
- Page Rank Technology
- Panda Update and its Importance
- Architecture of Website
- Website Designing Basics
- Domain, Hosting
- Difference between dynamic & static website
- Target Segmentation

Search Engine Optimization

- What is SEO
- Need of SEO
- Search Engines
- Different types of keywords



Search Engine Optimization Techniques

- Black Hat SEO
- White Hat SEO
- Grey Hat SEO

On Page Optimization

- Site Analysis
- Analysis of Similar websites
- Keyword Research
- Different Types of Keywords
- Keyword Density
- Meta tags creation (Title, Meta Description, Meta Keywords)
- Optimize SEO Content
- H Tag Optimization (H1, H2, H3..H6)
- Image Optimization
- Create SEO friendly URLs
- Add Breadcrumb to Internal Pages
- Custom 404-page creation
- Creating HTML and XML Sitemaps
- Creating Robots.txt file
- Canonical Implementation (301, 302 redirection)
- Internal linking
- Improve Page Speed
- Quick indexing techniques
- Search Engine Submission



- Canonicalization
- Broken Link Check
- HTML Code Clean Up & Optimization
- W3C Validation
- Schema Mark-up (Micro Data)
- HTTP Response Codes

Off Page Optimization

- Type of Backlinks
- Quality Link Building
- Directory Submission
- Social Bookmarking
- Article Submission
- Micro Blogging
- Blog Commenting
- Web 2.0 Submission
- Document Submission
- Video Submission
- Questions & Answers
- Guest Blogging
- Photo Sharing
- Customer Review Submission
- Press Release Submission
- Forums Posting



- Google Search Console (Google Webmaster Tool) and Bing
 - Webmaster
- Search Appearance
- Search Traffic
- Google Index
- Crawl Issues and Test
- Disavow File Upload
- Google Analytics
- Importance of Google Analytics
- Fundamentals of Google Analytics
- How to Track Landing Pages
- How to Track Location
- User Tracking
- Tracking Conversions
- Monitoring Website Performance
- Monitoring Visitors Behaviour
- Setting up Goals and Funnels

Other Activities



<u>Assessments</u>

- Objective Assessments
 - -- Syntactical based
 - -- Scenario based

Note: At least 2 objective based assessments in each module

- Hands On Practical Assessments
 - -- Scenario based

Note: At least 2 Hands on assessments in each module

Assignments

Hands On – Practical Assignments

Note: At least 4 Hands on assignments in each module

Tasks – Home Work

Regular tasks on each module

Note: Tasks are focused more to improve self learning

Resume Support & Interview Preparation

- Work on one or two mini projects
- Discuss and convert the current working project into SEO project to add in resume & to explain Digital
 Marketing experience in interviews