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



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

SEO

(Search Engine Optimization)

Quick Contact



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A Quick Overview

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



A Quick Overview

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



A Quick Overview

- 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



A Quick Overview

- **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

Assessments

- **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 SEO experience in interviews**