

SEO training brochure (course curriculum)

Welcome to SEO Training Point

We are a Bangalore based leading Search Engine Optimization (SEO) training institution offering SEO training course made up of 40 hours. The initiator of this institution is having 17 years of experience in digital marketing, print and web media. Over the years, we have been extending our SEO training and support to hundreds of students. Now we are more improved and committed to provide high-quality training that helps achieve your professional and academic goal.

Our core focus is to provide excellent training to our students so that they can be more competitive in job market. This training course brochure will explain you what are topic you can learn. In this course syllabus, we have divided into 14 chapters; where you will get to know on page and off page optimization and other relevant topics. Please go through our course content.

Who can join?

- Fresh graduate and non-graduate
- Business owner
- Housewife/homemaker
- Content writers
- Others who have interests in SEO

Qualification

No technical knowledge required. Basic internet knowledge is good enough to start.

Age limit: 18 to 40

Course details:

1. Introduction

2. Marketing

- What is it?
- Traditional vs. Internet marketing

3. Internet Marketing Components

- Components of Internet Marketing

4. Understanding a website

- Components of a website
- Types (static, dynamic & micro site)
- Domain name
- EMD's & PMD's



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- Www and Non-www

5. The Search Engines

- How search engines work?
- Google: “The Search Engine Giant”
- Google products
- Different search engines

6. SEO: A Bigger Picture

- Understanding SEO
- Benefits!
- SEO myths
- Who uses SEO (B2B & B2C)?
- How does Google search and rank your website?

7. Building a SEO compliant website

- What is your website about and for whom?
- Performing SEO on your website
- Special attention to Homepage
- ATF & BTF
- SWOT
- USP
- Why website fails?



8. How to submit your Website

9. Types of SEO

- Organic
- PPC
- Black hat (unethical/ illegal)
- White hat (ethical/legal)
- Grey hat

10. On-page Optimisation

- What is a keyword?
- Types of keyword
- How to choose keywords?
- Keyword description
- Tags (Title, Meta description, Meta keyword)
- Heading tag
- Page content



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- Images: Alt tag
- Anchor text
- No follow & do follow
- Prev & next
- 302 and 301 Redirects
- NO ODP and NOYDIR

11. Off- page Optimisation

- Link building
- Link bait
- Link juice
- Link wheel
- Link farming
- Directory submission
- Article submission
- Blogging
- Forum posting
- Review posting
- File sharing
- Photo sharing
- Video upload
- Classifieds sites
- Banner exchange
- Social bookmarking
- Free eBook
- Question & Answer
- How to sites?

12. A brief introduction to Social Media

- Introduction
- Blogging
- Google profile
- Facebook
- Twitter
- LinkedIn

13. Tools and Tips

- Webmaster tool
- Web analytics
- Google adwords (fundamentals)
- Google trends
- SEO tips



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14. Interview tips and Project

Training facilities

Classroom training: Classroom training is the most effective mode of training, since it is live and interactive. We highly recommend if anyone of you reside in Bangalore should join our classroom training. We take this opportunity to say that students from Chennai and Hyderabad have joined our classroom training. You can join our one-to-one or/and group training program as well.

You will get:

- Seasoned trainers who can provide significant knowledge
- Fast learning
- Customized training on different industry
- Complete study material
- Question and answer session
- SEO quiz

After completion of SEO training program, you will get:

- Certificate
- Job and placement assistance
- News update
- Question and answer (even after you leave our institution)

SEO Training and placement in Bangalore

If you are from Bangalore, want to get a placement in SEO or digital marketing, you have come to right place. Since 2011, we have been providing placement and internship in MNCs, IT and ITES, and other companies. We also assist you in getting part time job. Some companies ask us to provide par time job/home based SEO job.

Course fees:

For students: 12,000 INR. Duration: 40 hours. If you need training and placement, the total fee would be 15,000 INR (fifteen thousand INR)

For content writer: 15,000 INR. Duration: 50 hours

All industry specific SEO training: 25,000 INR. Duration: 50 hours

Complete digital marketing course: 40,000 INR. Duration: 3 to 4 months

Payment details:

You can pay us in two instalments. First instalment should be paid at the time of joining and second instalment should be paid within 15 days. Those who would join our industry specific training and complete digital marketing training can pay second instalment within 25 days.

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Cancellation and return policy: Once you join our training program, you cannot cancel the admission and the money won't be returned. However you can transfer the admission to other student.

Here is the payment detail:

Name: Manish Ray
HDFC bank saving Account: 00771140030217
ITPL branch, Bangalore
IFSC code: HDFC0000077

Please note: We do not accept cheque.

For more information, mail us info@seotrainingpoint.com

Alternatively, call us at +91-9880276697, 9035237917



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