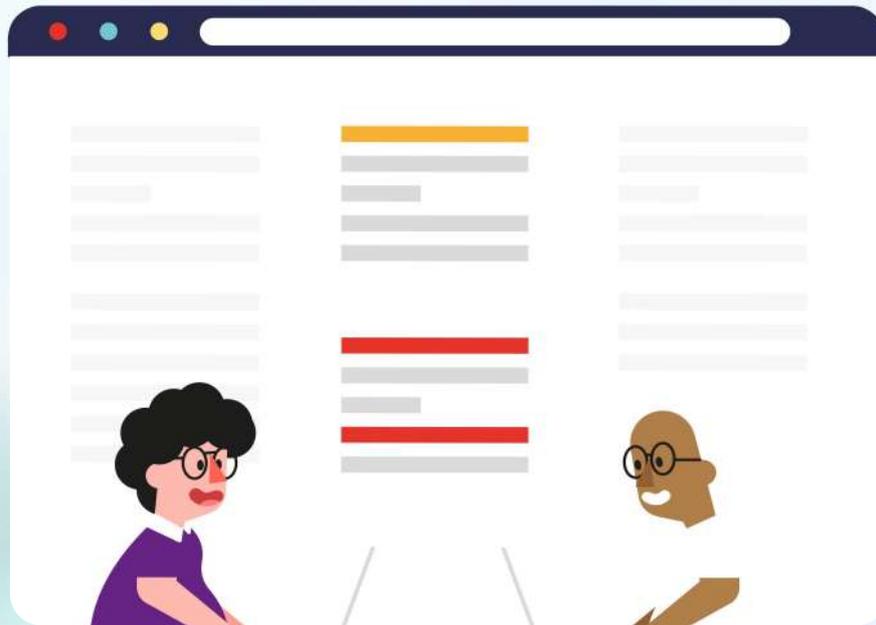




DIGISNARE TECHNOLOGIES

BLOGGING TRAINING



BLOGGING



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BASICS OF BLOGGING

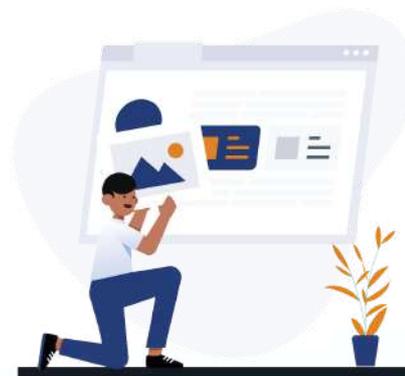
- What is blogging
- Why blogging is important Categories of Blogs
- What is wordpress/blogging and why is the best choice
- Frameworks for developing blog

KEYWORD RESEARCH

- Why Keyword Research is important
- Understanding and Using
- Different keyword research tools
- How to Find Profitable Keywords
- Keyword targeting strategy

HOW TO CHOOSE A RELATED NICHE

- How to Choose a topic according to Your Skills
- How to Find the Most Profitable Niches
- How to Find Low Competition Niche



HOW TO START CONTENT WRITING

- How to research content
- How to write content How to format
- content structure



BLOG SETUP

- What are Domain and hosting
- How to choose a domain name
- How to choose hosting space
- setup wordpress or Blogger on your website
- Install themes and imp plugins
- How to choose themes
- How to choose plugins



HOW TO MAKE MONEY FROM A BLOG



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SEARCH ENGINE OPTIMIZATION

On page SEO

- What is SEO?
- What is On-page optimization?
- What are Meta Tags and How to Optimize them?
- Keywords Placement
- Difference between primary, secondary, and tertiary Keywords
- Importance of title, meta description, and Meta Keywords tag
- Heading Tag H1 to H6 Tags and their importance
- How to write content for SEO Optimization?
- When and where keywords can be placed
- Difference between Internal links and External links
- Anchor Text
- Image optimization
- Content Optimization
- SEO friendly content
- URL Structure / Optimization
- Website structure & navigation menu optimization
- Robots.txt
- Schema Tags
- 404 Implementation
- Difference between HTTP / HTTPS
- Different types of Sitemaps and their importance
- Google Algorithm
- Broken link analysis
- Website architecture
- On-page Analysis
- Website Auditing
- Use of Near Me keyword
- Loading Speed Optimization
- Voice Search Optimization
- How to Develop an SEO Strategy?
- Benefits of Doing SEO on a Website
- Competitor Analysis



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SEARCH ENGINE OPTIMIZATION

Off-page SEO

- What is Link Building?
- Extracting the Competitor backlinks
- Search engines submissions
- Directory Submission
- Blog Posting & Commenting
- Article Submission
- Social Bookmarking
- Free Classifieds
- Press Releases Submission
- Image Submission
- Documentation Sharing
- Forum Posting
- Video Sharing
- Guest Blogging



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CREATIVE DESIGNING

What is Creative?

- How to design creatives?
- Tools used for Designing Posts, Banner and Video
- How to Create a Design from Scratch Using Canva?
- Quick Tips to Make Your Design Look Good
- How to Choose the Dimensions for Your Design
- How to Create a Background for Your Design
- How to Add Text, Images, and More
- How to Design Images for Social Media Posting?
- YouTube Video Creation
- How to Make a video using Canva?
- How to use different sources for designing



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ABOUT TRAINER



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