

Digisnare DIGISNARE TECHNOLOGIES

SEO TRAINING



FIRST FLOOR, KEONICS IT PARK, AKKAMAHADEVI COLONY,
KALABURAGI, KARNATAKA - 585103



+91-9901553321



www.digisnare.com

UNDERSTANDING WEBSITE DESIGN & ARCHITECTURE

- Decoding the Present Website
- Understanding the web positions
- Identifying the Issues Present on the website

BUYING DOMAIN AND HOSTING THE DOMAIN

WORDPRESS BLOG DESIGN AND INSTALLATION

- WordPress Website Creation
- Blog creation
- Menu bar creation
- Plugins
- Widgets

SEO (SEARCH ENGINE OPTIMIZATION COURSE)

INTRODUCTION

- What is Search Engine Optimization?
- History of Search Engines?
- How is SEO important in digital marketing?
- How is search engine Optimization (SEO) important for companies?
- How can search engines impact the brand and sales of a company?
- How does the search engine algorithm work?
- Components of search engines?
- Different types of search engines?
- Operators used in SEO
- Algorithms in SEO
- Updates of SEO

GOOGLE WEBMASTER TOOL (SEARCH CONSOLE)

- Adding a Site and Verification Process
- Configuration
- Settings
- Geographic Settings
- URL Parameters
- Site Links
- Crawl Errors / Stats
- Google Fetch
- Blocking the Crawler and blocked pages
- Traffic
- Search Analytics
- Links to Site / Internal Links
- Optimization
- Sitemaps
- Remove URLs from the index



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KEYWORD RESEARCH AND ANALYSIS

- Importance of keywords in SEO
- Analysis of keywords for a particular company
- Research on keywords
- Different types of keywords
- Analysis of keywords using Google Ads
- Competitor Analysis
- Fitting the right keywords to the project

BUSINESS ANALYSIS

- Understanding the Business
- Understanding the Business Pages

ONPAGE OPTIMIZATION

- How is on-page optimization important in SEO
- Web layout structure
- Codes used on the website
- Design factors and guidelines
- Differences between dynamic and static sites?
- Domain name optimization
- File name and folder name and URL optimization
- Title tag optimization
- Meta tags optimization
- How to write a meta description
- Meta robots
- Header optimization
- Footer optimization
- Anchor link optimization
- Content writing for SEO
- Site maps submission
- Image optimization
- URL optimization
- Robots.txt
- Dynamic site optimization techniques:
- WordPress SEO

OFF-PAGE OPTIMIZATION

- Introduction to off-page optimization
- Factors affecting offsite optimization
- Importance of offsite optimization
- Current scenario of search engine optimization
- On-page optimization versus off-page optimization
- How to build links?
- Type of linking methods
- Link checking tools
- Directory submissions
- Social bookmarking in SEO
- Posting classifieds
- Importance of integration of blog to gain SEO
- Local listing
- Importance of social buttons and social media in SEO
- Press release submission in SEO

BLACK HAT SEO TECHNIQUES

- Hidden Content
- Cloaking
- Keyword Stuffing
- Doorway pages
- Sneaky Redirects

SEO DIAGNOSIS & REPORT

GENERATION

- SEO Reporting Tools
- SEO Diagnosis Chart
- SEO proposal to the Clients
- SEO Report card generation
- SEO Review

SEO IMPLEMENTATION ON LIVE PROJECT



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