



SEO COURSE STRUCTURE

HELLO MY NAME IS

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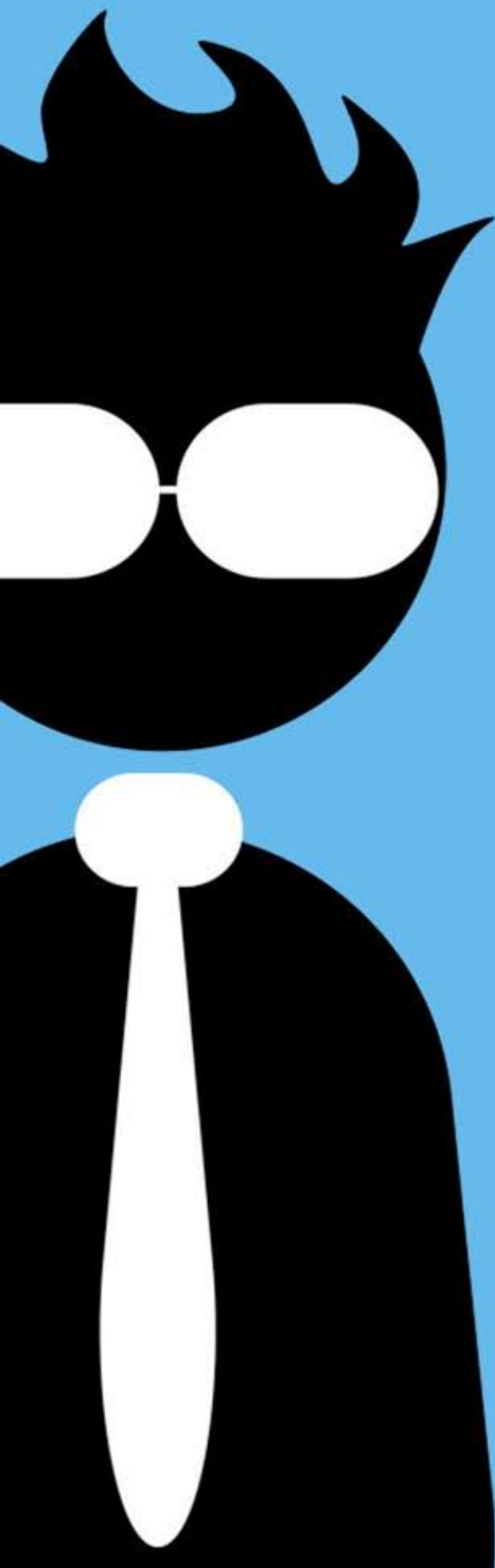
WELCOME TO WEB APHRO

Read our SEO training program in detail. Our course is designed in such a manner that it covers all the topics in SEO, free web designing course and online earning tips.

“Our SEO course is designed a very systematic way and covers each & every topic that comes in SEO & SEM”

I do not teach SEO, I teach SEO 3.0

My name is Gagan, presently operating from Chandigarh, a part time Blogger and full time SEO & SEM. I have worked with many famous blogs across the web. I've just completed my bachelors in computer science engineering, plus I am well conversant in various database and programming languages.



My SEO course is divided into 16 different modules. The modules start from basics and go up to advanced levels.

- Module 1 (2 Days) : All about WWW (World Wide Web)
- Module 2 (2 Days) : Common Internet Topics
- Module 3 (3 days) : Web designing basics
- Module 4 (7 days) : SEO Basics
- Module 5 (7 days) : SEO Basics Continues
- Module 6 (2 days) : Directories & Network Communities
- Module 7 (2 days) : Search Engines Hot Topic
- Module 8 (2 days) : Link Building Hot Topic
- Module 9 (2 days) : SEO 3.0 Link Building Techniques
- Module 10 (2 days) : Pay Per Click Programs (PPC)
- Module 11 (3 days) : Social Media Marketing (SMM)
- Module 12 (2 days) : Tools & Services
- Module 13 (3 days) : Additional training
- Module 14 (1 day) : SEO report training
- Module 15 (7 days) : Online earning with SEO
- Module 16 (7 days) : Start your own business with SEO

Total Modules : 16

Total Days : 54 (Approx 2 months)



Module 1 : All about WWW (World Wide Web)

- How web originated
- How search engines originated
- Overview of search engines
- How Google, Yahoo & Bing actually works
- What are Web Hosts (Web Hosting)
- What are domains
- What are blogs

Module 2 : Common Internet Topics

- What are blogs
- Blogger (Google Blogging Platform)
- Wordpress.com v/s Wordpress.org
- Copywriting
- Usability
- Interactive Elements
- What is FTP
- HTTP vs HTTPS



Module 3 : Web designing basics

- Basic HTML tags
- Basic CSS tags
- How to implement CSS into HTML
- Why web designing is a plus point in SEO

Module 4 : SEO Basics

- SEO 1.0, SEO 2.0 and SEO 3.0
- What are keywords
- What are meta tags
- How to write page titles
- What type of linking Google really loves
- Internet & External Linking
- No follow & Do follow tags
- Website navigation
- Writing content
- Optimizing your site content for search engines



Module 5 : SEO Basics Continues....

- Keyword Analysis
- SEO Friendly URL structure
- What are Sitemaps
- How to create Sitemaps
- What are robots or Google bots
- What is robots.txt file
- Image optimization
- What is page rank/Web Rank
- How to check page rank
- Google's algorithm changes in 2011
- My best approach towards SEO

Module 6 : Directories & Network Communities

- What are directories
- Difference between directories & search engines
- What is DMOZ
- How to successfully submit your site to top directories
- Which directories to avoid and why
- General Directories
- Niche Directories



Module 7 : Search Engines Hot Topic

- Major Search Engines
- Google
- Yahoo
- Bing
- Comparing Search Engines
- Ranking factories of each search engine

Module 8 : Link Building Hot Topic

- SEO 2.0 Link Building Techniques
- Article Submissions
- Directory Submission
- RSS Submission
- Social Bookmarking
- Blog creation & submission
- Classified Posting
- Forum Posting



Module 9 : SEO 3.0 Link Building Techniques

- Inbound/Outbound Links
- Anchor Text in incoming links
- Exchanging links successfully
- Link requests
- Free & premium links
- Customizing your web browser for SEO
- Unlimited methods to get one way links
- My secret methods of link building *

Module 10 : Pay Per Click Programs (PPC)

- What is PPC (In depth training)
- Yahoo! Search Marketing
- Ad writing practices
- Bid management
- Google Adwords
- Microsoft adCenter



Module 11 : Social Media Marketing (SMM)

- How SMM originated
- Twitter Marketing
- Facebook Marketing
- Things to avoid in SMM
- How to get traffic through SMM
- Google Rankings & SMM

Module 12 : Tools & Services

- Getting into Google Webmasters
- Understanding Google Analytics
- How Google Places works
- Submission Applications
- Web CEO



Module 13 : Additional training

- How to check number of backlinks your site has
- How to check number of pages indexed by Google and other major search engines
- How to check your site rankings on particular keyword
- Official Google method to check site speed
- Google & HTML/CSS errors
- How to check dead/broken links
- Official Google method to check page rank
- HTML Validation

Module 14 : SEO report training

- First time SEO report
- On-page optimization work report
- Submission Report
- Traffic Analysis Report
- Keyword Ranking Report
- Weekly/Monthly SEO report



Module 15 : Online earning with SEO

- Earn with AdSense
- Earning with Infolinks/Kontera
- Earning through selling links
- Earn through affiliate marketing
- Purchasing/selling websites
- Earning through Google

Module 16 : Start your own business with SEO

- How to start small business company
- How to register a company
- How to get foriegn clients for SEO
- How to get local clients for SEO