

Search Engine Optimization

Curriculum

Search Engine Optimization (SEO)

- Latest search engine performance stats
- SEO and Pay-Per-Click: which to choose?
- Search versus Social Media Search Engine Optimization (SEO)
- SEO campaigns: planning and measuring effectiveness
- Key phrase research analysis and tools
- Understanding your competition
- The professional SEO toolkit
- 10 ways to improve your on-page search performance
- The importance of link building: old and new methods

Pay-Per-Click Marketing

- What are your paid-search marketing choices?
- Face book and LinkedIn advertising
- The latest Google Ad Words advertising options
- Optimizing your Ad Words campaigns to deliver great ROI
- Setting budgets and bid management
- Optimizing your ad copy and creative
- Improving landing page conversion rates
- How to spot click fraud

Professional SEM or PPC

1. Designing PPC Campaign
2. Creating Ad Groups
3. Design Effective Ad Creation
4. Keyword Research
5. Keywords - BROAD Match, Phrase Match, Exact match
6. Negative Keywords
7. targeting your marketing spend
8. Making effective ads
9. Budgets
10. Bidding structure
11. Text Ads
12. YouTube Ads
13. Mobile Ads
14. Display Ads
15. Traffic Estimator
16. Effective Use of CPC
17. Improving (CTRs) Click through-Rates
18. Track your sales conversions
19. Tracking (Return on Investment) ROI
20. Billing

Email Marketing

- Market overview and ESPs (email service providers)
- Threats and challenges email marketers face every day
- Building a quality segmented database
- Email marketing strategies that will increase your open and click through rates
- Staying within the law
- HTML email design & development do's and don'ts

Affiliate Marketing

- Affiliate marketing and affiliate networks explained
- How affiliate marketing benefits merchants and affiliates
- Affiliate revenue and costs
- Popular affiliate networks
- Case studies

Display advertising

- How it all fits together: media agencies, publishers and ad networks
- Latest display advertising metrics
- Popular and new online advertising formats

Social Media Optimization (SMO) Training Course

Social media has become one of the best places to promote business online. It will provide a place where business can directly interact with their customers that helps businesses with better reputation and brand building.

The concept behind social media optimization is simple i.e. implement changes to optimize a site so that it is more easily linked to, more highly visible in social media searches and more frequently included in relevant posts on blogs, pod casts and vlogs. Some important methods of Social Media Optimization are adding RSS feeds, adding bookmarking buttons, flickr photo slides, etc.

Social Media Optimization is a part of SEO services. Our SMO services include:

Directory Submission: Directory submission one of the easiest & fastest ways to get quality back links, which help us to gain Rankings in Search Engines.

Social Bookmarking: Social Bookmarking is one of the fastest ways to get high quality back links, which will provide Top Rankings in Search Engines

Article Writing and Blog posting is another effective way to gain quality backlinks to your website. This service helps you in getting good page rank for your website and increase traffic to your website.

Forum posting is another effective SEO technique to gain high quality back links from the high ranking forums. Forum posting has its own prominence to gain visibility in the search engine results.

Classified submission is used to get high quality backlinks quickly and easily. Classified submission service helps you in getting good page rank for your website and increase traffic to your website.