

SOFTCRAYONS
Tech Solution Pvt. Ltd



Practical Training Program Branch - Ghaziabad, Noida

- » Graphic Designing
- » Programming
Python - Java - PHP ++
C++ - C - Ruby On Rails
Perl
- » Web Designing
- » Networking - CCNA
CCNP- MCITP - MCSE
Hardware
- » CAD- CAM-CAE
Autocad for Civil
Autocad for Electrical
Autocad for Mechanical
Catia V5 / Staap PRO/
Revit / Revit Structure
Revet Architecture / Soliworks
PRO E / CREOC(Fr - Designers)
3D Max / Inventor / Ansys / Vray
- » Digital Marketing
- » Android Application
- » Sap - ERP - ABAP
Erp Basis / Erp-Bi
Erp-Bo / CRM/ HR/HCM / MM
PP / Controlling / Hana / SCM
Finance
- » Software testing
Manual testing
Automation - testing
QTP - Selenium
- » MS Office
- » Tally With GST
- » 1 Angular Js / 2 Angular
3 Angular / 4 Angular
- » Vmware

Module 1 .SEO COURSE SYLLABUS:

- A Brief: Internet M
- Search Engine Anatomy
- Basics of Search Engine
- Search Engine Indexing & Analysis Techniques
- Major Search Engines
- Page Rank
- Google Caching and Indexing Concepts
- Website Architecture Modeling
- A Brief: On Page Optimization, Off Page
- Optimization
- A Brief: Black Hat Seo/Gray Hat Seo/ White
- Hat Seo

Module 2.KEYWORDS CONCEPTS

- Keywords Basics
- Primary and Secondary Keywords
- Keyword Research
- Keyword Analysis
- Keyword Density Analysis
- Google Adword Keyword Tool
- Keyword Stuffing

Module 3 .CONCEPTUAL ANALYSIS

- Industry Research
- Competitor Analysis
- Keyword Research Analysis
- Website Analysis
- Network Analysis

Module 4.GOOGLE UPDATES

- Panda Update
- Penguin Update
- Caffeine Update
- Search Engine Guidelines

Module 5 .SEO TOOLS OPERATIONS AND MANAGEMENT

- Google Webmaster Setup and Management
- Bing Webmaster Setup and Management
- Google Analytics Overview
- Alexa Insights and Ranking
- Web Rank Tool
- Page Rank Status Tool
- Keyword Density Check Tool
- Keyword Ranking Check Tool
- Google Adword Keyword Tool
- SEORCH On Page Optimization Tool

Module 6.LINK BUILDING TIPS & TECHNIQUES

- Introduction to Link Building
- Types of Link Building (Internal and External)

- Link Building Methodology
- Network Linking
- Link Popularity
- Broken or Dead Links (Check and Correction)
- Inbound Links, Outbound Links
- Follow & No Follow Links

Module 7 .OFF PAGE OPTIMIZATION

- Directory Submissions
- Search Engine Submissions
- Local Search Engines Submissions
- Social Bookmarking Tips and Techniques
- Forum Boards Link Building
- Question Answer Boards
- Classifieds Posting
- Network Creation
- Article Submission
- Press Release Submission
- Blogging Concepts
- Blog Creation
- Blog Optimization
- Blog Promotions
- Blog Comment Management
- Blog Post Management and Link Submissions

Module 8 .ON PAGE OPTIMIZATION

- Basic Fundamentals
- Website Anatomy
- Website Architecture
- Siloing Concepts
- Static Vs Dynamic Websites
- URL Structuring & Renaming
- Title Tag Creation
- Meta Tags Creation
- Heading Tags (H1, H2, H3)
- Content Optimization
- Image Optimization
- Footer Optimization & Search Engine
- Guidelines

- Alt and Title Text
- Anchor Text Creation
- Robot.txt Creation
- HTML Validation
- Sitemaps Creation and Submission
- SEO COURSE FEE AND DURATION
- Course Fee = 5,500 INR
- Class Timings: Monday to Friday (2 Hours)
- Weekend: Saturday - Sunday (3 Hours)
- Course Duration: 1 Month
- Timings: 9:00 AM - 6:00 PM
- Evening SEO classes: 6PM - 9PM
- * All 7 Days Open

Deployment

1. Deploying using Github
2. Angular2 Hosting Options
3. Hosting Angular App on cloud server Heroku

Batch Timings –

Days	Class Duration	Course Duration
Monday-Friday	2 Hours	1 Month
Saturday & Sunday	3 Hours	1.5 Months
Sunday	4 Hours	2 Months

Regards,

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