

Woaseue Training

Course Name : Search Engine Optimization (SEO)

Course Duration – 1.5 Months

Total Class - 45

Course Description :

- **Introduction to SEO**
 - Conversion: The Goal of the Site
 - Content That Creates Conversions
 - Little Things That Make a Big Difference
- Chapter Intro
- Overview of the Course
- The Search Industry, Market Size, and Job Prospects
- Business Impact
- **Search Engine Overview**
 - Chapter Intro
 - The Importance of Links/The Types of Links
 - Building Links/Building Relationships
 - Link Prospecting
- Chapter Intro
- Search Engine Overview/Understanding Blended Results
- Understanding Search Results for SEO/Spiders, Bots, and Crawlers
- The Search Engine Algorithm/Coding and Tech Primer
- Search Engine Obstacles/Testing for Friendliness
- **Link Building Through Marketing and Social Media**
 - Chapter Intro
 - Finding Your Niche/Developing a Content Plan
 - Social Media Accounts and Linking
 - Marketing Your Content
- **Keyword Research**
 - Chapter Intro
 - Words Are the Key
 - Call It What It Is/The Keyword Longtail
 - Keyword Research Tools/Keyword Trends
 - Using a Spreadsheet to Manage Keywords
- **Local, Mobile, and Search**
 - Chapter Intro
 - Local Business Listings: Google+
 - Local Business Listings: Yahoo and Bing
 - FourSquare, Yelp, and Localeze
- **Applying Keyword Research to Your Web Pages**
 - Chapter Intro
 - SEO At Its Most Basic Level
 - Key Page Elements and Their Impact on Rankings
 - Optimizing Images and Files
 - Checklist for On-Page Optimization
 - SEO and Contextual Site Architecture
- **SEO Measurement**
 - Chapter Intro
 - Rankings Are Not the Goal
 - Measuring Value/Reporting Results
 - Ranking Reports/Reporting Strategies
- **Using SEO Tools**
 - Chapter Intro
 - Linkdex/Raven Tools
 - Google Webmaster Tools/Bing Webmaster Tools
 - Firefox Extensions for SEO/Web Developer Toolbar
- **SEO for Different Business Models**
 - Chapter Intro
 - Competitive Analysis/ SEO for Publishers
 - SEO Myths/SEO for E-Commerce
 - Creating a Shopping Feed/Lead Generation
- **Online Marketing and SEO**
 - Chapter Intro
 - SEO and Marketing/Scan ability/Creating Credibility
- **Technical Issues in SEO**
 - Chapter Intro
 - Managing Missing Pages
 - Robots.txt/Site Maps
 - Internal Site Search/Managing Site Links

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TK 8000**

NB : The certificate is approved by the Government of Bangladesh.