



DIGITAL MARKETING

ADVANCE SEO

Traning Mode	Regular	Fastrack	Weekend
Classroom	2 Months	1 Months	2 Months
Online	2 Months	1 Months	2 Months
Crashcourse	15 Days	15 Days	15 Days

Next-G EducationTM

Our Partners

- nextgeducation.com
- webdevelopmentinstitute.com
- graphicdesigninstitutes.com
- videoeditinginstitutes.com
- architectinstitutes.com

Contact No.
+91-7683-072-463
+91-7503-301-775

Description: Seo Expert Course at Next-G Education is Designed Under The Guidance of it Industry Expert or Professional of Well Renowned Company. This Course is Well Suited For Professional As Well As Freshers, Who Are Looking Their Career in Seo. This Course Covers Concept of Basic Html Tags, On Page Seo, off Page Seo, Google Webmaster,google Analytics Etc.

Who Can Join Web Expert Course

- ▶ 10th,12th or Equivalent
- ▶ BCA/MCA, B.Tech, M.Tech, B.sc (IT), B.sc(CS)
- ▶ Diploma Candidates

SEO Expert Course Details

Module i

Use of Html in Seo

- What is HTML?
- HTML Tags
- The Declaration
- The HTML Element
- The HTML Element
- The HTML Element

Module II

Seo Introduction

Why Does My Website Need Seo?

How Search Engines Work

Major Search Engines

Techniques For Seo

- White Hat Seo:
- Black Hat Seo

Phases In Seo

- Pre Site Activity
- On Page Activity
- Post Site Activity
- Off Page Activity

Keywords – The Most Important Item in Seo

- Keyword Length-
- Keyword Demand
- Synonyms/alternative Words
- Keyword Density
- How to Calculate Keyword Density
- Keyword Research Tools

Module III

On Page Introduction

On-page Seo Checklist

- Url Optimization
- Title Optimization
- Meta Tags Optimization
- Description
- Keyword
- Author
- Robot
- Alt Text
- Html Tags
- Internal Linking Strategy
- Content Optimization
- Canonical Issue
- Site Maps
- Favicon
- Robot.txt File
- 301 And 302 Redirects.

- Html Validation
- Broken Link Management
- Usability and Accessibility

Other Factors of On Page Seo

- Content Change
- Business Address and Telephone Number

Module IV

Off Page Activity

- Link Building
- Back Link
- Anchor Text

Types of Links in Seo

- Inbound Links/ Incoming Links
- Outbound Links/ External Links
- Internal Links

Techniques For Link Building

- Social Bookmarking
- Directory Submission
- Article Submission
- Blog Posting
- Blog Commenting
- Guest Blogging
- Press Release Submission
- Classified Submission
- Search Engine Submission
- Picture Sharing
- Document Sharing(Ppt Sharing)
- Rss Submission
- Q and Ans. Posting
- Business Listing
- Local Listing

- Video Submission
- Forum Posting
- Link Exchange

Module V

Site Setup For Seo

- Managing Redirection of Pages and Websites
- Content Quality Checkup
- Cms Websites Benefits or Limitation

Module VI

Tools in Seo

- Google Analytic Tools
- Google Webmaster Tools
- Google Developer Tools

Module VII

Google Algorithm

Module VIII

Live Project Work

KEY FEATURES OF COURSES



**1 Year Free
Class Retake**



**Money Back
Guarantee**



**Professional
Instructors**



Live Project



**Maximum Practice
Session With
Free Wifi***



**Free
Library Books***



**Pg and
Lodge Facility**



Job Assistant



**Contact To
Counselor**

Career Options:

SEO Expert

SEO Professional

On Page SEO Expert

Off Page SEO Expert

Blogging Expert

Google Tools Expert



STUDENT TESTIMONIALS



Classroom

Deepak Kumar (Internet Marketing Expert Course)

I Have Done Training in Digital Marketing Undr The Guidance of Rajesh Sir. I Think, He Is The Best Trainer of Digital Marketing. Rajesh Sir Teach Seo, Smo, Ppc, Orm Very Well and I Work On Two Live Project. Now, I Am Working As Digital Marketing As Trainee Becoz of Next-g and Rajesh Sir.



Online

Shreya Gautam (Advance Digital Marketing)

Join 4 Months Ago Digital Marketing Course Here and Completed Successfully.. Learning With Rajesh Sir Was Great Experience.. Working With Live Projects During The Training Help Me Lot To Implement In Real Project...



Classroom

Ravinder (Internet Marketing Expert Course)

Best Digital Marketing Institute in Delhi. Rajesh Sir Is Best Teacher. He Has Great Knowledge of Digital Marketing in All Topics. If You Want to Grow Your Business. Then Come Fast And Learn Here.



[Read More Testimonials](#)

Student Projects

www.pairkart.com

www.bestindianmachines.com

www.bigcrate.in

www.drklifecareayurveda.com

www.vishalinstitute.com

www.mayatravels.org



DIGITAL MARKETING

**B2/283 Rohini Sector-6,
New Delhi-85**

Landmark : Rohini West Metro Station
Email ID: nextgeeducation@gmail.com
Skype ID: nextgeeducation

Next-G Education™

Our Partners

nextgeeducation.com
webdevelopmentinstitute.com
graphicdesigninstitutes.com
videoeditinginstitutes.com
architectinstitutes.com

Contact No.

+91-7683-072-463

+91-7503-301-775