





ADVAN	CEST	Weeker
Regular	Fastrack	2 Mon

	Regular	1 Months	2 Months
Traning Mode	₂ Months	1 Months	2 Months
Classroom	2 Months	15 Days	15 Days
Online	15 Days	1351	Lian

Next-G Education

Our Partners

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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 Progect 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:

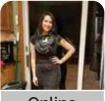


STUDENT TESTIMONIALS



Deepak Kumar (Internet Marketing Expert Course)

I Have Done Training in Digital Marketing Undr The Guidence 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-q 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.



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