CSDT IT SOLUTION   WebSite:www.csdt.co.in

SEO Training Institute in Patna   **Duration:45 days**   **Fee: RS 6,500**

Our SEO Training Institute in **Patna** Provides seo training in both **Onpage** and **OffPage Optimization**. Our Seo Course covers latest advanced Online Marketing techniques and Tools. Our seo course in **Patna** is helpful for web designers, Corporate Marketers and students to build their career in seo field.

Our complete seo course includes training in Search engine optimization (seo), Search Engine Marketing (SEM), Social Media Optimization (SMO), Pay Per Click (PPC), Seo Position Monitoring, and SEO Tools.

SEO Training Course Content

- **Offline/off page Optimization for Seo**
- **Online/on page Optimization for Seo**
- **SEO Position Monitoring**

Off page Optimization: (**Search Engine Marketing**)

- History of search engines   . Social Bookmarking   .Classified postings
- Article postings   .Email Marketing   .Free Press releases
- Traffic Sources Reports   .Trade lead posting   .Rss Feed Marketing
- Introduction to Offsite Optimization   .Social media Optimization
- Hosting of Google sitemap   . Submission to search engines
- Linking Building Methodology   .Types of Linking Methods
- Search engines vs. Directories.   .Blog Creation & Blog commenting
- Creation of forums, participating in forums   .Participating in groups & Creation of new groups
- Keyword analysis, website analysis, Competitors Research and Analysis
- Link building Concepts, One way linking / two way link building advantages

On page Optimization:

- How to Choose Domains.   .Seo lead qualifying and closing strategies
- Keyword Placement.   .Pre Optimization Report
- Key word research   .Competitors' website analysis
- Rewriting robot friendly text   .Header Tags Optimization
- Title Tag Optimization   .Meta Tag Optimization
- SEO Content Writing   .Image Tag Optimization
- Key words Optimization   .Anchor Links Optimization
- URL Selection   .Seo Website Architecture Planning
- Alt Tag Optimization   .Website structure Optimization
- Body text and content Optimization   .Sitemap for link Optimization
- XML Sitemap Creation   .Rss Feed Creations
- HTML coding optimization for seo standards
- How to do Effective Website design for search engine optimization

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- Identification of unique visitors and return visits to websites.
- How to write seo friendly Content, content research and content Re-writing

Position Monitoring:

- Monitoring website ranking with different keywords
- Difference between White Hat SEO and Black Hat SEO.
- How to do Seo for Static Websites and Dynamic websites.
- Constant research of updated technology for better positioning
- Anatomy of Google, yahoo, msn and major search engines
- Renewal of expiry trade leads and posting new trade leads
- Research on current popular directories and site submission
- Changing methodology with change in search engine algorithm

Social Media Optimization

- Social Networking Sites. (Twitter, Linkdin, Facebook etc)
- Social Bookmaking Sites. (Stumbleupon, delicious, reddit etc)

Pay Per Click (PPC)

- Affiliate Marketing.
- Google Adsense.
- Google Adwords
- PPC or Pay per Click Campaign Management.

SEO Tools

- Alexa ranking Tool
- Page rank Tool
- Seo Tools and Usages.
- Google Analytics Tool
- Google Webmaster Tool
- Keyword Research Tools
- Competitive Analysis Tools
- Website Traffic Analysis Tools
- Website Quality Analysis Tools
- Robo forms

CSDT IT Solution is the first seo training institute in Patna . Many students completed seo training at our training institute located in Boring Road, Patna and now working as Seo Team Leads and seo Consultants.

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