

Basics for SEO

- ✓ What is Domain
- ✓ Basic Knowledge of World Wide Web
- ✓ Difference between Portal and Search Engines
- ✓ What is SEO
- ✓ Types of SEO Techniques
- ✓ Black hat techniques
- ✓ White Hat techniques
- ✓ How Search Engine works

SEO Research & Analysis

- ✓ Market Research
- ✓ Keyword Research and Analysis
- ✓ Keyword opportunity
- ✓ Competitors Website Analysis
- ✓ How to Choose Best Keywords
- ✓ Tools available for Keyword Research

Website Design SEO Guidelines

- ✓ Content Research
- ✓ Content Guidelines
- ✓ Content Optimization
- ✓ Design & Layout
- ✓ XML Sitemap / URL List Sitemap

On-page Optimization

- ✓ The Page Title
- ✓ Meta Descriptions & Meta Keywords
- ✓ Headings
- ✓ Bold Text
- ✓ Domain Names & Suggestions
- ✓ Canonical Tag
- ✓ Meta Tags
- ✓ Images and Alt Text
- ✓ Internal Link Building
- ✓ The Sitemap
- ✓ Robots Meta Tag
- ✓ Doorway Pages
- ✓ 301 Redirects
- ✓ 404 Error



Search Engine Optimisation (SEO)



- ✓ Duplicate content

Off-page Optimization

- ✓ Page Rank
- ✓ Link Popularity
- ✓ Link Building in Detail
- ✓ Directory Submission
- ✓ Social Bookmark Submission
- ✓ Blog Submission
- ✓ Articles
- ✓ Links Exchange
- ✓ Reciprocal Linking
- ✓ Posting to Forums
- ✓ Submission to Search Engine
- ✓ RSS Feeds Submissions
- ✓ Press Release Submissions
- ✓ Forum Link Building
- ✓ Competitor Link Analysis

Analytics

- ✓ Google Analytics
- ✓ Installing Google Analytics
- ✓ How to Study Google Analytics
- ✓ Interpreting Bars & Figures
- ✓ How Google Analytics can Help SEO
- ✓ Advanced Reporting
- ✓ Webmaster Central & Bing/Yahoo
- ✓ Open Site Explorer
- ✓ Website Analysis using various SEO Tools available

SEO Tools

- ✓ Keyword Density Analyzer Tools
- ✓ Google Tools
- ✓ Yahoo / Bing Tools
- ✓ Rich Snippet Text Tools
- ✓ Comparison Tools
- ✓ Link Popularity Tools
- ✓ Search Engines Tools
- ✓ Site Tools
- ✓ Miscellaneous Tools

SEO Reporting



Search Engine Optimisation (SEO)



- ✓ Google analysis
- ✓ Tracking and Reporting
- ✓ Reports Submission
- ✓ Securing Ranks

O7 Services