

## SEO ADVANTAGE PROGRAM

### 1. Research & Analysis

- Search Engine Basics
- Keyword Research
- Keyword Analysis
- Competitor Analysis

### 2. On Page Optimization

- Website Layout Optimization
- Meta Tags & Description
- Image optimization
- Link Optimization
- Website Content

### 3. Accessibility Optimization

- Robots.txt
- Custom 404 Error Pages
- Sitemaps

### 4. Off Page Optimization

- Articles
- Press Releases
- Forum Posts
- Blog Links
- Website Directories
- Social Bookmarking

### 5. Search Engine Marketing & PPC Advertising

- Campaigns
- AdGroups
- Ad Types
- Quality Score

- Managed Placements
- Demographic Bidding
- Ad Extensions
- Landing Page Optimization

## 6. Social Media Integration

- Social Plugins for Websites
- Facebook Fan Page
- Twitter
- YouTube
- Linked In