

SEO SPECIALIST PROGRAM

1. Website Management

- Domain Management
- Web Hosting
- Static Websites
- Dynamic Websites
- Open Source Web Scripts & Applications

2. Search Engine Basics

- Why SEO?
- How Search Engine Works?
- Search Queries
- Search Engine Result Pages
- Google LSI
- Google Sandbox
- Google Local Business

3. Keywords

- Keywords & Scope Tokens
- Long Tail & Short Tail Keywords
- Keyword Stuffing
- Keyword Proximity

4. SEO Plan - Keywords for SEO

- Keyword Research – Brainstorm Method
- Google Keyword Tool
- Keyword Analysis
- Page Specific Keywords

5. SEO Plan - Competitor Analysis

- Website Auditing
- On Page Competitor Analysis

- Off Page Competitor Analysis
- Initial Report Generation

6. SEO Plan – On Page Optimization

- SEO & Web Design
- Goals for website
- Meta Tags
- Layout Optimization
- Body Text
- Link Optimization
- Image Optimization
- Keyword Proximity
- Keyword Density
- Optimize for Mobiles
- Things to Avoid
- Other Things to Consider

7. SEO Plan – Accessibility Optimization

- Robots.txt
- Custom 404 Error Page
- Sitemap

8. SEO Plan - Search Engine Submission

- Google Search
- Google Webmaster Central
- Google Analytics
- Yahoo Search
- Bing Search
- Bing Webmaster
- Alexa Submission
- Dmoz Submission
- Bulk Search Submission

9. SEO Plan - Link Partner Search

- Finding Quality Back links
- Link Building Definitions

- Link Building & Anchor Texts
- Deep Links
- URL Canonicalization
- No Follow Attributes
- Page Rank
- Link Juice
- Link Juice & Page Rank
- Link Exchange & Page Rank
- Internal Linking
- Page Rank Sculpting

10. SEO Plan – Link Building

- Article Submission
- Press Releases
- Web Directories
- Blog / Forum Links
- Content
 - ◆ Content Generation
 - ◆ Content Distribution
 - ◆ Creating Valuable Content
 - ◆ Encourage Content Sharing
 - ◆ Create Content to Attract Links

11. Search Engine Specific Optimization

- Optimize for Google
- Google Page Rank
- Google Webmaster Tools
- iGoogle
- Google Technical Suggestions
- Google Content Suggestions
- Optimize for Bing & Yahoo
- Bing Technical Suggestions
- Bing Content Suggestions

12. PPC Advertising

- PPC & SEO

- ROI
- Google Adwords
 - ◆ Adwords Signup
 - ◆ Set Goals
 - ◆ Creating Campaigns
 - ◆ Avoid Negative Keywords
 - ◆ Write Ads
 - ◆ Quality Score
 - ◆ Impressions in Cost Per Thousand (CPM)

13. Social Media Marketing

- Blogs
- Micro Blogs
- Social Networks
- Social Bookmarking
- Social Media Sharing

14. Set SEO Goals

- Time Vs Efforts
- SEO Plan
- Keyword Research
- Reputation Management
- PPC
- Page Priority
- Finalize SEO Plan

15. SEO Tools & Plugins

- Alexa Toolbar & Analytics
- Bounce Rate
- Google Analytics

16. Not To Do

- Abnormal Keyword Delivery
- SEO Spam
- Doorway Pages
- Meta Jacking

- Agent Delivery
- Page Cloaking
- Link Farms
- Spam Blogs
- Page Hijacking
- Sybil Attack
- Link Bombing
- What if you have been banned?

17. Marketing Principles

- Sales Principle
- Stability
- Statistics
- Testimonial
- Self Credibility
- Demonstrations
- Guarantee
- Accessibility
- Admit Imperfections
- Call to action
- Research
- Marketing Tools
- Do it now
- Dealing with adversity