

SEO Advantage Program

Search Engine Basics

- How Search Engines Work
- History of SEO
- Algorithm Updates
- Myths & Facts

Campaign Planning

- Market Analysis
- Keyword Analysis
- Competitor Analysis

Website Optimization

- Website Navigation
- Sales Funnel
- Content Optimization
- Local SEO
- Call to Action
- Media Handling
- Meta tags
- Page Speed
- Broken Link Check

User Experience

- Usability Testing
- URL Handling
- Custom 404

Search Engine Visibility

- Robots.txt
- Sitemaps
- Redirect Management

Website Monitoring

- Google Analytics Setup
- Conversion Tracking
- Web Master Tools / Search Console
- Keyword Tracking
- Back link Tracking

Off Page Promotions

- Promotional Channel Search
- Classification of Channels
- Content Curation & Promotion
- Promotional Schedule Preparation
- Resource Requirement Analysis
- Brand Setup in Social Media
- Social Activity Schedule

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