



+ 91 9895490866



[join@nestsoft.com](mailto:join@nestsoft.com), Infopark, Kerala.

## Syllabus - Digital Marketing (SEO) Training

- Introduction – Digital Marketing / Search Engine Optimization
- Website Analysis & Competitor
- Domain Name Registration
- Server Configurations / Web Hosting
- File Names / Directories / Sub Domains
- Basic HTML5, CSS, Website Designing
- Responsive Templates, Blogger, Wordpress
- Meta Tags, Title Tags, Head Tags, Favicon
- Page Layout, Content Optimization
- Caching, Crawling & Indexing
- Working of Robots.TXT, Do-Follow Links
- Google / Yahoo / Bing Algorithms
- Internal / External Linking
- Image/Video Optimization
- Social Media Plugins
- Keyword Analysis / New Trends
- Google Search Operators
- Google Webmaster Tools, Google Analytics
- Google Copyrights, Verisign, Payment Gateways
- Interactive / Dynamic Websites
- Live Chat Integrations
- Breadcrumbs / User-Friendly Navigation
- HTML Validation / 404 Error
- URL Redirection / htaccess / Seo Friendly URL
- RSS Feeds, XML Sitemap

### Unit - 2

- Link Building / Backlinks
- Youtube/Facebook/Twitter Marketing

- Article/Forum/Comment Link Building
- EMail Marketing
- Make Income from Blogs, Youtube, Websites etc
- Facebook / Social Media Marketing (SMM)
- Affiliate Marketing
- Google Sandbox
- Social Bookmarking
- Google Business Listing / Google Map
- White Hat / Grey Hat / Black Hat
- Search Engine Position (SERP)
- Alex Ranking, Google PageRank (PR)
- HTTP Headers
- Press Release / Content Sharing / Testimonials
- Blogging / Blog Optimisation
- Video / Image Link BuildingGoogle
- Google Updates & Algorithms
- Google Analytics & Terms
- Google Adwords (PPC) & Adsense
- Yahoo Question/Answers
- Directory / Search Engine Submission / Classifieds
- Ping Site
- SEO ToolsMobile
- Mobile Digital Marketing / Seo

### Training Fees / Duration (Rs. 2,500/- Onwards)

- Internship for BTech, MTech, MCA, BCA, Bsc, B.Com, M.Com, MBA Students
- Duration: 1 Week to 6 Months
- Internship Training on real projects
- Training / Internship by Experienced Professionals
- Online / Live / Direct Classes

### Our Unique Features

- Training by 3 to 18+ Years of Industry Experts
- 500+ More Projects / Clients
- 1000+ Success Stories

- Placement Assistance with our own Job Portal ( [jobsNEAR.in](https://jobsNEAR.in) )
- Advanced level Training
- Individual Attention
- #1 Online Live Training in Kerala, Since 2001
- Completed 500+ Seminars
- Completed Seminar 25000+ Students
- Internship on Real Time Projects
- Kerala's first online live training institute

