

Since 2007, Making IT Experts & Products

Course: SEO Training

Duration: 80 Hrs (Changeable) | Fees: Individual / Batch

Since 2007, Nestsoft TechnoMaster has been providing training, internships, and services in IT technologies, both online and offline, with the expertise of **over 250 industry experts**. We have delivered internships, training, and seminars to more than 50,000 students, resulting in numerous success stories. **We offer 100% placement support through JobsNEAR.in**

Our Courses/Internship

- Python/Django Fullstack
- Artificial Intelligence
- Machine Learning
- Data Science
- Software Testing (All)
- Wordpress, Woocommerce
- Digital Marketing, SEO
- Php/MySQL, Laravel
- Flutter, Android, IOS
- Asp.net MVC
- Web Design, Javascript
- Angular JS, React JS
- CCNA, MCSA, CCNP
- AWS, GCP, Azure
- Odoo, Salesforce, Sap
- Microsoft Excel
- Ethical Hacking



Syllabus on the Next Page ..



Our Head Office: Nestsoft TechnoMaster, Infopark, Cochin - 42, Kerala, India

+91 9895490866

+91 8301010866

join@nestsoft.com

www.nestsoft.com


Section1 : Introduction â€“ 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 Medi Plugins
- * Keyword Analysis / New Trends
- * Google Search Operators

Section 2 : OnPage SEO Optimization

- * Google Web Master Tools, Google Analytics
- * Google Copyrights, Verisign, Payment Gateways
- * Interactive / Dynamic Websites
- * Live Chat Integrations

Our Head Office: Nestsoft TechnoMaster, Infopark, Cochin - 42, Kerala, India

 +91 9895490866

 +91 8301010866

 join@nestsoft.com

 www.nestsoft.com

- * Breadcrumbs / User-Friendly Navigation
- * HTML Validation / 404 Error
- * URL Redirection / htaccess / Seo Friendly URL
- * RSS Feeds, XML Sitemap


Section 3 : Social Media Optimization & Marketing


- * Link Building / Backlinks
- * Youtube/Facebook/Twitter Marketing
- * Article/Forum/Comment Link Building
- * E-Mail Marketing
- * Chat GPT, Generative AI, Prompt Engineering, AI Tools
- * Make Income from Blogs, Youtube, Websites etc
- * Facebook / Social Media Marketing (SMM)
- * Affiliation MarketingGoogle Sandbox
- * Social Bookmarking

Section 4 : Off page SEO Optimization

- * Google Business Listing / Google Map
- * White Hat / Grey Hat / Black Hat
- * Search Engine Position (SERP)
- * Alex Ranking, Google Page Rank (PR)
- * HTTP Headers
- * Press Release / Content Sharing / Testimonials
- * Blogging / Blog Optimisation

Our Head Office: Nestsoft TechnoMaster, Infopark, Cochin - 42, Kerala, India

 +91 9895490866

 +91 8301010866

 join@nestsoft.com

 www.nestsoft.com

Since 2007, Making IT Experts & Products

- * Video / Image Link Building
- * Google Updates & Algorithms
- * Google Analytics & Terms
- * Google Adwords (PPC) & Adsense
- * Yahoo Question/Answers

Section 5 : SEO Tools Training

- * Directory / Search Engine Submission / Classifieds
- * Ping SiteSEO Tools
- * Mobile Digital Marketing / Seo

(Click on Course for more details)

Course: SEO Training

Duration: 80 Hrs (Changeable) | Fees: Individual / Batch

- Thank You -

N.B: This syllabus is not final and can be customized as per requirements / updates.

Our Head Office: Nestsoft TechnoMaster, Infopark, Cochin - 42, Kerala, India

+91 9895490866

+91 8301010866

join@nestsoft.com

www.nestsoft.com