



TRULABZ
TECHNOLOGIES

we are truly Practical.....



Certificate Course

SEO

Course Contents

Mindset session and Introduction

- Introduction to mindset session
- Basics of mindset session
- What is Search Engine Optimization?
- Significance of Search Engine Optimization
- Core elements of Search Engine Optimization
- How is it different from traditional seo?
- ROI from Search Engine Optimization

Website Development & Deployment on Server

- Understand the importance of website
- Significance of website Design and user Interface
- Creation of static and dynamic website
- Installation of Dreamviewer software
- Use of FTP and Filezilla
- Deployment of website on server

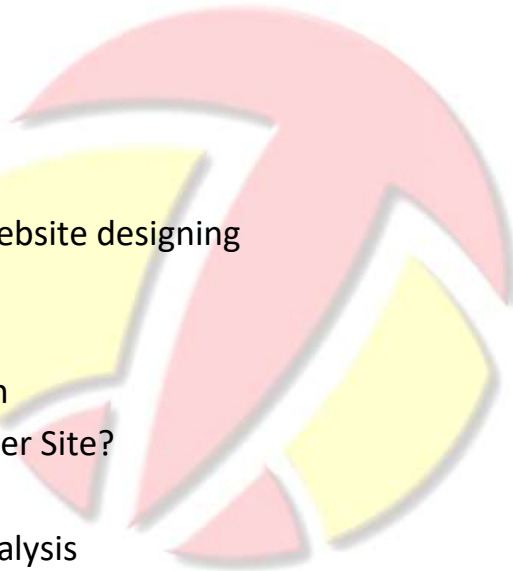
Search Engine Optimization (SEO)

- Introduction to search engine
- How search engine work?
- Search Engine Algorithms
- keyword Research and Analysis
- On page optimization techniques
- Off page Optimization techniques
- Available SEO Tools and Report Generation
- Google Sandbox effect



On Page SEO Techniques

- URL Structure Making
- Meta Tag Optimization
- Image optimization
- Creating/uploading Robots file
- Creating/uploading XML Sitemap
- Creating/uploading HTML Sitemap
- Creating/uploading Google webmaster Account
- Creating/uploading Google Analytics Account
- URL renaming and re-writing
- Anchor Text
- Heading tag
- Bold & Italic Tag
- What is Page Rank?
- Essentials of good website designing
- Header and footer
- 404 Error Redirects
- 301 / 302 redirection
- How to host & register Site?
- Competitor analysis
- Pre/post-website analysis
- Alexa report
- Some Common SEO tools & plug-ins



Off Page SEO Techniques

- Search engines submissions
- PPT, PDF & Video Submission
- Blog Submission
- Article Submission
- Social book-marking
- Free Classifieds and Press Releases submission

Advance SEO

- Names of the Search Engine Spiders
- What is Google Panda?
- What is Google Penguin?
- What is Google Humming Bird?
- URL Remover
- Query Deserve Freshness
- Latent Symantec Indexing
- .ht Access Files and their Importance
- Canonical Links and Site Links
- What is Keyword Mapping?

Google Analytics

- Google Analytics Cookies
- Email Tracking in Google Analytics
- Conversion Tracking in Google Analytics
- What are Annotations in Google Analytics?
- Goals & Funnels in Google Analytics
- Custom Reporting in Google Analytics
- Admin Section in Google Analytics

Special Session on:

How to become a freelancer and earn online

Other Recommended Courses after this

- Web Development
- CorelDraw
- Adobe Photoshop



CONTACT US FOR

**FREE DEMO
CLASS**

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CERTIFICATIONS TRAINING PROGRAMS

SHORT TERM TRAINING PROGRAMS

Certificate Course in Digital Literacy

- Basic Computers Course (BCC)
- Course on Computer Concepts (CCC)
- MS Office (Word, Powerpoint, Excel)

Certificate Course in Data Management

- Advance Excel
- Advance Excel and VBA
- MIS Reporting using Advance Excel
- Data Analytics using Advance Excel
- TALLY ERP 9 with GST
- GST Course Filing
- BUSY Inventory & Accounting

Certificate Course in CS/IT

- C/C++ Programming
- Core Java
- Advance Java
- Android App. Development
- Core Python with Django
- .Net with framework
- Core PHP with Framework/CMS
- Big Data & Hadoop
- Web Development
- Software Testing
- Ethical Hacking and Cyber Security

Certificate Course in Designing

- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- CorelDraw

Certificate Course in Internet Marketing

- Search Engine Optimization (SEO)
- Social Media Optimization (SMO)
- Pay Per Click (PPC)

LONG TERM TRAINING PROGRAMS

Diploma Courses

- Diploma in Computer Education
- Diploma in Computer Applications
- Diploma in Financial Accounting & Taxation
- Diploma in Graphic Designing
- Diploma in Web Designing
- Diploma in Office Management
- Diploma in Multimedia & Animation
- Diploma in Internet Marketing
- Diploma in Embedded Systems & Robotics

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