



GDA
Global Digital Academy

The Digital Marketing
and Data Analytics Hub

SEARCH ENGINE OPTIMIZATION

CERTIFICATION COURSE

India's premium Digital Marketing Academy for Job Seekers,
Entrepreneurs, Corporates and Marketing Professionals

Google
Partner

SEARCH ENGINE OPTIMIZATION (SEO)

What is SEO?

Introduction to SERP & Layout

Search engines – How it works

Importance of Search Engines in Digital Marketing

Major functions of a search engine

Keywords - Different types of keywords

Keywords research process

Understanding keywords mix

Google keyword planner tool

Google Operators

On Page Optimization

- ▶ Keywords optimization
- ▶ Content optimization & planning
- ▶ Understanding your audience for content planning
- ▶ Difference between keywords stuffing & keyword placement
- ▶ Internal linking
- ▶ Meta tags creation
- ▶ On Page Setup activities
- ▶ Creating Webpage in HTML
- ▶ Google webmasters tool & website verification
- ▶ Writing optimized content
- ▶ Sitemap creation & submission in website & webmasters
- ▶ Writing content for article, blog and press release

Off Page optimization

- ▶ What is Domain Authority?
- ▶ How to increase Domain Authority?
- ▶ Back links - Types back links

- ▶ Importance of backlinks and citations in SEO
- ▶ Off page activities
- ▶ Press Release
- ▶ Setting up blog
- ▶ Link building - Types of link building
- ▶ Do's and Dont's of link building
- ▶ Link building strategies for your business
- ▶ Easy link acquisition techniques

Local SEO

- ▶ Google places optimization
- ▶ Classified submissions
- ▶ Using H card
- ▶ Citation

Top tools for SEO

Preparing SEO reports

Creating SEO Strategy for your business

What is link juice?

Importance of domain and page authority

Optimizing exact keywords for your business

Google Panda Algorithm

Google Penguin

Google EMD Update

Saving your site from Google Panda, Penguin and EMD Update

Recovering your site from Panda, Penguin and EMD



Why Search Engine Optimization?

Search Engine Optimization (SEO) training helps learners become SEO experts by developing skills to improve search engine rankings, increase website traffic, and optimize for targeted keywords. This course provides complete end-to-end training from concepts to execution across various SEO tools. The SEO course ensures you gain expertise in search engine optimization. You will be able to:

- ▶ Master the tools and techniques to qualify as a SEO specialist.
- ▶ Promote the search engine ranking of your site by implementing the best practices.
- ▶ Achieve impressive results through inbound marketing by applying SEO strategies.

Who should join?

- ▶ Aspiring SEO Expert, who wants to gain an entry into digital marketing industry
- ▶ Digital Marketer, to master Google AdWords
- ▶ Traditional Marketer, to master online marketing techniques
- ▶ Entrepreneurs/ Business owners, for using Google advertising network to promote their business.

Benefits:

SEO is a great career choice. Just like CCNA, MCP and other professional certifications; for SEO there is a clear indication of the demand and future growth of this field. In fact, marketing spend is slowly shifting from traditional media such as newspaper, TV, billboards and tele-calling (channels which are interruptive in nature) to Organic SEO.

SEO has very bright future for you if you have great analytic skills, and you are dynamic. You need to keep up with the latest trend in the field, have passion for research and be able to formulate clever and creative marketing strategy to beat your competitor, and have an edge over all others.

Highlights:

- ▶ Classroom based Sessions
- ▶ Case Study based Course Material
- ▶ Research Based Internship
- ▶ Live Projects and Assignments
- ▶ 100% Placement Assistance
- ▶ Post Training Support
- ▶ Flexible Batches
- ▶ Industry recognized Certification Course

Short Term Courses Schedule

BATCH	DAYS	TIMINGS*	DURATION
Sunday Batch	Sunday	10:30 AM – 1:30 PM	4 Weekends
Saturday Batch	Saturday	10:30 AM – 1:30 PM	4 Weekends
Weekday Batch (Morning & Evening Batches)	Tue & Thur	7:00 AM – 8:30 AM	4 Weeks
		7:30 PM – 9:00 PM	

*Timings are flexible




INTERESTED? CONTACT US!



GLOBAL DIGITAL ACADEMY

The Digital Marketing & Data Analytics Hub



 H.No.16-2-741/C/7/A, 3rd Floor, Moosarambagh X Road, Asmangarh Bank Colony,
New Malakpet, Hyderabad - 500036 Telangana, INDIA.



+91 7330 710 403 / 407



info@globaldigitalacademy.in



www.globaldigitalacademy.in