

## SEO Basic Training Course



As much as is the case offline so is it online. Well confused?? Here's the explanation - All businesses today attach importance to the **online world for their reputation** which is equal to the reputation they would want to have online. And with the internet becoming an indispensable part of all our lives, the focus of businesses is all here.

So this is why we have **SEO training** which today occupies rank 1 on the wish list of an aspiring techie. SEO offers innumerable challenges to techies in order that they **boost the rankings of businesses** on a **search engine results page**. And mind you this is no easy job. But we provide you the **secret recipe for good SEO implementation**.

It's darn simple – a **full-fledged SEO training** course with TLabs. As the course progresses you will realise that SEO is more of an art rather than a lesson and that it also has the potential to give you a good career with a handsome salary.

### Course Features

#### 2 Hours

of Daily Trainer interactive training

#### 4 Hours

of Daily practise, assignments by Trainers

#### 300+ Assignments

Various assignments to practise on

#### 50+ Videos

Access to Web Design Video library

#### 400+ PDFs | 500+ PPTs

Access Text based learning resouces

### Course Stats

#### 2 Trainers

Who are SEO Strategist in various reputed companies, having 5+ years of Exp.

#### 50 Students

Have attended this course

#### 6 Projects

Projects students have completed successfully

#### 8 Recruitment partners

Companies in which students have been placed

### Ratings

4.8



50 total

---

## Features of the courses offered

---

- Comprehensive course curriculum
- Training is imparted in a fun and exciting manner to make it student – friendly
- Lectures conducted by industry professionals who carry with themselves years of experience
- Sufficient reading material for self – study
- Practical experience to aid the theory knowledge
- Daily practice on the system for more than 4 hours
- Conducive environment for all round development of the students
- Grooming sessions like English speaking and personality development

[Enroll for this batch](#)

Customized Corporate Private Trainings: We deliver all our courses as [Corporate Training](#) as well - if you are a group interested in the course, this option may be more advantageous for you.

---

# Course curriculum

---

---

## Introduction to Search Engine

---

- Introduction to web/Internet
  - Website(s)
- Introduction to Search Engine
  - Search engine need & evolution
  - Learn How SE works
- Search engine technology
  - Search engine algorithm – Google ranking factors
  - Know Page Rank
  - Know Pigeon Rank
- Google penguin & panda algorithm updates

---

## Learn SEO strategy

---

- Set up an Entity/Website
  - Keyword analysis
  - Domain name analysis
  - Content generation
  - Domain name registration
  - Selection of Hosting environment
- Create Web page structure
  - Head
    - Meta tags
  - Body
    - H1 – H6
    - Strong
    - Para
    - List
    - Anchor/Link
- Learn to Build website silo architecture
  - Learn Page Rank sculpting
- Learn On-page optimization Technique
  - Page file size
  - Meta Tags(Title , Description, Keywords)
  - Anchor Text selection – internal links
  - External Links
  - SiteMap(HTML Sitemap, XML sitemap)
  - Coding Standards
    - HTML validation
    - Image Alt Tag
    - Link title tags
  - Content Optimization
    - Text to code/HTML ratio
  - Robots.txt
- Learn Off-page optimization – Link building activity – Link vote acquisition
  - Directory Submission
  - Search Engine submissions
  - Social bookmarking
  - Article submissions
  - Press release submissions
  - Forum comment participation
  - Blog commenting

- RSS submissions
- Video submissions
- Link wheel
- Report generation
  - Track Keyword SERP
  - Track back links

[Enroll for this batch](#)

Customized Corporate Private Trainings: We deliver all our courses as [Corporate Training](#) as well - if you are a group interested in the course, this option may be more advantageous for you.

---

## Job Profile

---

---

### What will be your job profile after successful completion of this course

---

Performing SEO is no where next to easy and attending this course, will make one an excellent performer in Search Engine Optimization tasks. The idea will be to generate the necessary SEO strategies for companies or brands he will serve. SEO is an integral and one of the highly demanding parts of the marketing industry, so the candidate can work with either with the marketing departments of the companies or with a marketing consultancy, helping companies to promote their brand. Tasks he will be able to perform

- Website restructuring
- Improving page rank
- Improving SERP (search engine result position)

[Enroll for this batch](#)

Customized Corporate Private Trainings: We deliver all our courses as [Corporate Training](#) as well - if you are a group interested in the course, this option may be more advantageous for you.

## Other courses



JavaScript

HTML



Microsoft  
ASP.net MVC 4



Microsoft  
.NET  
WPF



---

## Follow us on Social Media

---

- [Find Technnovation on Facebook](#)
- [Follow Technnovation on Twitter](#)
- [Follow Technnovation on LinkedIn](#)
- [Google plus Technnovation](#)

---

## Contact Us

---

4th Floor, Nandlal Hsg Society,  
418 Narayan peth, Above Bedekar misal,  
Munjobacha Bol, Shagun Chowk, Pune, Maharashtra - 411030  
India, Contact: **898 300 2500 / 3700**

<http://www.tlabsonline.com>

[Live Chat support](#)

[Earn back](#)