

SEARCH ENGINE OPTIMIZATION

Introduction to SEO

- SEO Fundamental & Concepts
- Importance of Search Engines
- Google Processing
- Understanding the SERP

Keywords Research and analysis

- Introduction
- Business Analysis
- Types of Keywords
- Keywords Analysis Tools
- Competition Analysis
- Fitting right keywords to the project

On-Page Optimization

- Domain selection
- Hosting Selection
- Website Structure Optimization
- Differences between dynamic and static sites
- URL Optimization
- Meta data optimization
- 301 redirection
- 404 error page
- Robots.txt
- Anchor Text Optimization
- XML sitemap
- H1, H2, H3 tags
- Image optimization
- Content Optimization
- Landing page Optimization
- Keyword density
- Archives
- Google Page Rank
- Do-follow and No-follow
- Indexing and Catching
- HTML Validation using W3C
- And more on-page techniques

Off-Page Optimization

- Link Building tips & techniques
- Directory Submissions
- Social Bookmarking
- Blog Commenting
- Forums Postings
- Press Release
- Article Submissions
- Local Business Listings
- Search Engine Submissions
- Social Networking
- Web 2.0 Submission
- Blog posting
- Link wheel
- Hub page creation
- Squidoo lens
- Classifieds Submission
- And more Off-page techniques



Google Updates

Page Layout
Panda Update
Penguin Update
Humming Bird Update
Pigeon Update

SEO analysis tool

Webmaster tools
Google analytics tool
search status tool
serptrend
seoquake
Copyscape
domain tools

SEO Reporting

Google analysis
Tracking and Reporting
Reports Submission



Web Analysis



Client Requirements



Keyword Research



Content Writing



Web Optimisation



SEO Submission



Link Building



SEO Reporting