



Internet Marketing Full Time Course

The Itech Servicez Academy team of SEO closely analyzes SEO Process, so students get valuable information. Our full time SEO Training courses are on 100% Live Project Training and Regular. You will join the batch as regular and will be assigned a dedicated site with multiple keywords and resources with full training to promote it on your own. You will be provided on job training certificate as well. Now we are more improved and committed to provide

high quality training that helps achieve your professional and academic goal. Our core focus is to provide excellent training to our students so that they can be more competitive

in job market.

This training course will explain you how to optimize a website by using SEO.

Qualification

No technical knowledge required. Basic internet knowledge is good enough to start.

Why should You Learn Internet Marketing

- Those who would like to build their career in Digital Marketing. Open for Both IT and Non IT Candidates.
- Managers & Operation Heads of Any Organization Should do Internet Marketing as this Becoming Crucial Part of Any Business.

This course is specially designed for Team Leads, Managers, Brand

Managers, CEO's, Management Students and people from advertising & media backgrounds.

- Those related to Print media, Advertisements, Promotions, Sales and online advertising
- Entrepreneurs, Managers, Team Leads CEO of small or big companies who would like to promote their Business online and generate at low **cost.**

What is the Course Structure?

COURSE COVERAGE

- Email Marketing – Learn how to effectively build your users lists, deliver emails & generate relevant clicks
- Social Media Marketing (SMM) – Learn how to build brand, generate leads & aggregate audience on Social Media
- Inbound Marketing – Learn how to attract & convert customers through by earning their trust through various techniques such as content marketing
- Search Engine Marketing (SEM) – Learn how to effectively run ads on Search Engines
- Search Engine Optimization (SEO) – Learn how to get website listed among top search engine results
- Web Analytics – Learn how to make business decisions from the metrics available in Digital Media
- Special Introductory Modules – Affiliate Marketing & Mobile Marketing

Module 1. Basic of Digital Marketing

- About Digital Marketing
- About Internet Marketing
- Hierarchy in Digital Marketing
- Push Pull Digital Marketing
- Competition Analysis
- Scope & Career Opportunities
- Basics Of HTML
- Dynamic Websites CMS Management

Module 2. SEO Training

Part 1

- About Digital Marketing
- About Search Engine Optimization & Working
- How Search Engines Work (Google, MSN, Yahoo etc)
- Crawlers, Crawling Mechanism, Indexing, Robots, Caching, Advertising, web Servers
- Hosting Web Sites Web Servers
- IP Address, Shared Dedicated Hosting and Login panels
- HTML Static & Dynamic Website Optimization
- Dreamweaver, Basic of HTML
- Wordpress
- Uploading websites through FTP Software's like Filezilla Core FTP etc

Part 2 On Page Optimizations

- On page factors for Search Engines Google Yahoo Bing
- Various On Page Optimization Tags
- On Page Optimizations Techniques and other Algorithms
- Content Optimization
- On Page Social factor
- On Page for Static Websites
- On page for Dynamic Websites
- On page for Ecommerce Websites
- Integration of Social Plug-in and Importance
- On page Analytics
- Alexa
- Google Insights / Trends
- Google Panda Update
- Google Penguin Update
- Google Hummingbird

Part 3 Keyword Research Strategies for SEO

- Keyword Research Strategies
- Types of Keywords
- Keyword Application
- Multiple Keyword Research
- Keyword Research For Ecommerce
- Keyword Oriented Content Writing

Part 4 Software's and Plug-in

- Keyword Tools
- Rob form
- Informentor
- FTP Software's
- SEM Rush
- SEO Plug-in

Part 5 Off Page Optimization Techniques

- What is Link Building
- Types of Link Building
- History of Link Building
- Google Pagerank Algorithm Formula
- Link Building Formula
- Directory Submission
- Social Bookmarking
- Article Submission
- Press Release
- Blog Submission
- Forum Postings
- Question Answers Portals
- Classified Submissions
- Forum Submission & applications
- Working on Live Dynamic Website
- Nodes Submission Threading
- Link Wheel Strategy
- Current Importance of Link strategies

Part 6 Google Maps / Places

- SEO For Local Business
- How to rank a website in local areas
- Verification and Installation

Part 7 Advanced Optimizations

- Site Map
- RSS
- Feedburner
- Canonical Error Fix
- Robots.txt
- 301 Redirect
- Crawl Rate
- 301 Redirect
- Domain Optimization
- Spam Control
- Site Links Control

Part 8 Google Webmaster

- SEO Optimization through Webmaster
- Google Control Settings
- Resolving Website Errors
- Geo Targeting

Part 9 Google AdSense

- Learn How to Earn from Google
- How AdSense Works
- Legal ways of Google Earning program
- Website Policies
- Earning Policies
- Account Creation
- Code Installation C

Part 10 Google AdWord,PPC

Weekday Batch (Monday to Friday)

Fees: Rs. 6,000/- (one time)

Time: 7:00 PM to 9:00 PM (IST)

Price includes 45 days Course fee + Certification Exam fee

Group Discount: 15% discount for 3 or more registrations

IMPORTANT FEATURES OF OUR TRAINING:

- **80% PRACTICALS**
- **WORK ON LIVE PROJECTS**
- **INDIVIDUAL COMPUTER TO EVERY STUDENT**
- **EACH AN EVERY MODULE HAS A LIVE PROJECT**
- **NOTES & BOOKS PROVIDED**

For Admission for this course call our Academic Manager: [+919582841145](tel:+919582841145)

Looking for Online Web Presence

