

SEO TRAINING EXPERT COURSE

Eligibility Criteria : 10+2, or Any Degree

Duration : Each Batch 2 Months: 8 hrs per day
Timings: 9.30 AM - 6.30 PM
FULL TIME

Certification : Trainee Employee Certificate from BitraNet Pvt. Ltd.,

Subjects Covered : On page Optimisation,
Off Page Optimisation, PPC.

Training Method : Weekly 3 days of theory classes.
Each class 1-2 hrs per subject.
Remaining time, practice with the help of existing employees / lab assistants and Internet.
Computer provided with Internet, for each and every trainee.
Online Ref. and Own Favorites / book marks facilities.

BENEFITS OF TRAINING

Advantages after taking this training:

- » This training will give lot of clarity of the subject and practical knowledge which will make the candidate face interviews confidently compared to others.
- » You will be easily able to write any examinations on these Subjects.
- » After having a practical experience of 2-3 months working with the existing employees in the organization, your confidence levels will increase.
- » When you go for a new job with our Trainee Experience Certificate , we believe there will be bright chances of you getting a job.

COURSE CURRICULUM

SEARCH ENGINE OPTIMIZATION

- ❖ SEO Myths Dispelled
- ❖ Diagnosing Technical Website Problems
- ❖ Creating Your SEO Strategy
- ❖ Keyword Research
- ❖ Site Architecture Makeover
- ❖ How to Map Your Keywords to Your Website
- ❖ Title Tags and Meta Descriptions
- ❖ Killer SEO Copy writing
- ❖ Links, Publicity and Social Media
- ❖ Web Analytics for Measuring Success
- ❖ SEO strategy for Shopping Carts & Dynamic Sites
- ❖ Introduction to Social Media Marketing
- ❖ Introduction to Pay Per Click