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Learn at a time and place, and pace that is of your choice.

Plan your study to suit your convenience and schedule.

SEO Training Course

Email Contact: info@educba.com



EDUCBA



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Course Overview

This course will explain you concepts such as Search Engine Optimization (SEO), Search Engine Marketing (SEM), Google Adwords, Google Analytics, Digital Marketing, Display Advertising, Email Marketing, Conversion Rate Optimization (CRO).

SEO Training Skills

We learn the following skills:

This SEO training teaches how one can make a web page visible as one of the top result on Google or any other search engine.

Many skills are taught includes Google Adwords, Google Analytics, Page optimization, proper keyword selection, page designing etc.

Course Features



Course Duration- 49 + Hours



Number of Courses



Verifiable Certificates



Lifetime Access



Technical Excellence

About SEO

SEO or search engine optimization refers to the techniques that make a website easily indexed and thus available for after a search query is executed on search engines such as Google or Bing.

Indexing and searching are important for the visibility of a website. Internet consists of billions of web pages and in such a huge crowd it is easy to get lost.

Hence, it becomes quite important to implement necessary SEO practices on your web page.

SEO Course

This is a Bundle Course that includes complete in-depth SEO Learning Courses combined into one Complete Course.

This Bundle perfectly meets the requisite of the industry and gives you a better chance of being hired as a SEO Learning professional.

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SEO Secrets for Page Optimization

Section 1. Page Optimization

- Live Life Well
- Delivery Systems
- Forum Posting
- Better of Page Optimization
- Starting with off Page Optimization
- Structured Data
- Available and Not Available
- International Targeting
- Search Analytics
- Sitemap
- New and Import
- Search Console
- Back end Code

Section 1. Page Optimization (contd.)

- Title Length and Characters
- Title Page Creation
- Creating Title and Guidelines
- Selection of Keywords
- Keyword Planner
- Search Volume
- Deciding Keywords
- On Page Optimization
- Goal-Setting-Activity
- On-page-&-off-page-optimization-intro
- Other-major-elements-of-SEO
- Article Writing and Submission
- Press Release
- Social Media

Section 2. Overview of Search Engine Optimization

- Difference-between-SEO-&-SEM
- Introduction to SEO



SEO - Search Engine Optimization

Section 1. Introduction

- Introduction to SEO
- Importance of SO

Section 2. Advantage and Prerequisite

- Advantages and Limitations of SEO
- Prerequisite and Getting Started with SEO
- More on Getting Started with SEO
- Building Elements of SEO
- Process
- Process for on Page optimization
- Creating Title and about Keywords to Use
- Search Term in URL

Section 3. Adopting

- Adopting Changes to Our Website

Section 4. Tools

- Tools For Performing SEO
- Robots and XML Sitemap
- Use of Plugins
- Tools for Helping us in SEO Process

Section 5. Using Directory and Generic

- Concept of off Page Optimization
- Using Directory Submission
- Local Listings
- Using Generic and Topic Specific Forums
- Article and Other Content Sharing Sites
- Testing Mobile Performance of Webpages
- Optimizing Mobile Apps Guideline for Mobile SEO
- Using Google Search Console

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Conversion Rate Optimization (CRO) – Beginners

Section 1. Introduction

- Introduction to Conversion Optimization
- Type of Conversions
- How Conversions Get Tracked
- What is CRO
- CRO Calculation Method
- CRO Importance and Strategy
- Understanding your Audience and Basic Concepts
- Understanding your Audience and
- Other Basic Concepts

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Conversion Rate Optimization (CRO) – Advanced

Section 1. Installation Process

- Prioritizing Testing Opportunities
- Testing User Data
- Phases of an Optimization Plan
- Building and Testing an Optimization Plan
- Components of CRO
- Introduction to Advanced Training on CRO
- Setting Up Your Test
- Analyzing Data
- Understand Goal Funnel
- Analyzing-Results and Finding-Success
- Understanding PPC for Better
- Optimizing Conversion Rates for PPC
- How Keyword Grouping Affects CRO
- Landing Pages and CRO
- Landing Pages and Improving Conversions

Section 2. Conclusion

- Conclusion of Points CRO

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Conversion Rate Optimization (CRO) – Advanced

Section 1. Installation Process

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- Conclusion of Points CRO

Section 1. Email & Export Options

- understanding-email-and-export-options
- performing-iteration-and-analysis

Section 2. Intelligence Tab

- understanding-real-time-tab
- understanding-shortcuts-tab
- understanding-intelligence-events-tab

Section 3. Conversion Tab & Dashboard Tab

- understanding-dashboard-tab
- understanding-conversions-tab
- understanding-behaviour-tab

Section 4. Audience Tab & Acquisition Tab

- understanding-audience-tab-and-reports
- understanding-acquisition-tab
- other-concepts-of-google-analytics

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Google Analytics

Section 5. User Management

- Using-reporting-interface-and-basic-analytics-concepts
- user-permissions-in-analytics

Section 6. Goal Setting

- Implementing-goal-setting

Section 7. Structure of Google Analytics

- Use-of-pre-defined-filters
- Use-of-views-and-filters
- implementing-google-analytics-tracking-code
- structure-of-google-analytics

Section 8. Overview of Web Analytics use-of-pre-defined-filters

- Process-of-how-google-analytics-tracking-works
- Diiferent-web-analytics-tools-and-method-of-web-analysis
- Introduction to Web Analytics

Section 1. Concept of Video Campaigns

- Optimizing-a-video-campaign
- Remarketing-for-video-campaigns
- Details-of-doing-video-campaigns
- Optimizing-a-video-campaign
- Details-of-doing-video-campaigns
- Latest-upgrade-in-video-campaigns

Section 2. Concept of Conversion Tracking

- Conversion-tracking-concept
- Implementing-conversion-tracking
- Doing-video-campaign
- Creating-RLSA

Section 3. Frequency Capping

- Creating-remarketing-adgroup-&-remarketing-lists
- Concept-of-remarketing-&-getting-remarketing
- Frequency capping & bid adjustment settings
- using-site-exclusions

Section 4. How to create adgroups

- Using-ad-builder-to-create-ads
- Creating-adgroups-in-display-campaign
- Display-campaign-settings
- Targeting-methods-in display

Section 5. Concept of CPM

- Understanding-CPM-concept
- Using-display-planner-&-targeting-methods-in display-1
- Difference-between-search-and-display-campaigns
- Doing-iteration-and-analysis-for campaign-optimzation

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Google Adwords- Google Adwords Course

Section 6. How to Make use of Negative Keywords

- Getting-search-term-report
- Using-dimension-tab-&-getting-other-reports
- Understanding-negative-keywords-concept
- Understanding-keyword-match-types

Section 7. Search Network Campaign

- ad-auction-process-
- Understanding-Quality-Score
- Creating-text-ads

Section 8. Knowing user Searches

- Campaign-settings
- Structure-of-adwords-account
- Selecting-keywords-using-keyword-planner
- Know-intent-of-user-through-keyword-planner

Section 9. Overview of Google Adwords

- Basic-concepts-of-adwords
- Getting-started-with-adwords-and-goal-setting
- sem-versus-seo
- Intro-to-google-adwords

Section 10. Shopping Campaigns

- Getting-started-with-shopping-campaigns
- Merchant-center-&-shopping-campaign-process

Section 11. Linking Adwords & Analytics

- Subdividing-&-optimizing-shopping-campaigns
- automation-&-other-advance-settings
- linking-adwords-&-analytics-and-other-advance-settings

Section 12. Dynamic Re-Marketing

- Doing-dynamic-remarketing
- Adding-feed- and creating-adgroup-in-Dynamic-remarketing
- Using-ad-preview-tool-and-opportunities-tab

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Digital Marketing – Display Advertising

Section 1. Introduction

- Introduction to Display Marketing

Section 2. Basic Terms

- Basic Terms and Concepts
- Strategy For Display Marketing
- Process of Getting Media Kit
- Understanding Concepts of Google Display Network

Section 3. Getting Started

- Getting Started with Using Display Planner
- Understanding Targeting in Display Planner
- Contextual Targeting

Section 4. Understanding Display

- Interest Targeting
- Understanding Further Use of Display
- Adwords Account Structure
- Creating Interactive Ads
- Using Site Category Options
- Affinity and in Market Audiences
- Concept and Process of Remarketing
- Creating Adgroup for Remarketing

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Email Marketing – Build a Powerful Targeted Email Database

Section 1. Email Marketing

- Introduction to Email Marketing

Section 2. Getting Started Email Marketing

- Major Steps of Email Marketing
- Method and Sources for Building Email Database
- Offline Sources for Building Email Database
- Strategy for Sending Email

Section 3. Choosing Email

- Choosing Email Service Provider

Section 4. Creating List

- Creating List and Form
- Creating Campaign In Mail Chimp

Section 5. Designing an Email

- Designing an Email
- Including Social Links

Section 6. Checking Reports and Email

- Checking Reports of Email

Section 7. Segments

- Understanding Segments
- Segments and its Use
- Understanding Automation

Section 8. Email Copy

- Email Copy
- Anti Spam Best Practices
- Email Design Best Practices

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Local SEO

Section 1. Introduction

- Introduction to Local SEO

Section 2. Ranking Local Business

- How to Rank Local Business
- Local SEO on Page Factors
- Local Link Building
- SMO
- Local PR

Section 3. Google Business Page Setup

- Customer Reviews
- Google My Business Setup
- Local Business Directory and Citations
- NAP
- Mobile Optimization For Near Me

Section 4. Marketing

- Local Paid Marketing Tips
- Schema Markup for Local SEO

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SEO Analytics Strategies- Content Marketing Tools

Section 1. Content Marketing Tools

- Content Marketing Tools and SEO Analytics
- Content Marketing Tools Marketing Automation
- Content Marketing Tools Social Media
- Content Marketing Tools Webinar
- Content Marketing Tools Graphic creation

Section 2. Content Marketing Examples

- Content Marketing Examples

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SEO and Search Engine – SEO to Rank #1 in Google

Section 1. SEO Basic Training

- Introduction To Search Engines
- Google Search Engine
- Crawling, Indexing, Processing
- Relevancy Calculation, Retrieving
- Need For Seo
- Meaning Of Seo, Seo Requisites
- Importance Of Seo Techniques
- Types Of Search
- Seo Background
- Importance Of Google
- Examples Of Search Engines & others

Section 2. Online SEO Essential Training

- Factors Considered By Search Engines - Performance, Testimony, User Experience
- Seo Success Formula - Optimizing For Google
- Optimizing For Google Continues
- Seo Success Formula - Appearing In Google Search Results
- Search Listing Examples
- Organic Seo And Components
- Incoming Link Example
- Introduction To Seo Techniques
- White Hat Seo - An Introduction
- White Hat Seo - Important Tips



Frequently Asked Questions

Shall I be able to manage the SEO course while working full time in a job?

Most of our students are working professionals and they are managing it quite well. This SEO training requires only 3-4 hours of time per week and hence we believe you should be able to manage it without much of a concern.

Will this SEO training help me switch job and gain a salary raise?

Yes. Once you learn a significant amount of material, you can start applying to jobs and appear in interviews. Our team help with interview preparation and resume building. You can expect a hike of 20-30% if you successfully qualify the interview.

How much time will it take to finish the SEO Training?

Usually, 3-4 hours of time per week is advised and with this pace, the course can be completed in about 2-3 months. This pace ensures proper learning without any stress and result is maximum understanding of the content.



Customer Reviews

“

Great course! Easy to understand and well paced. This is definitely a great way to get you up to speed on SEO or it can serve as a great refresher. I definitely recommend EDUCBA to all professionals who are looking to expand or brush up on their skills.

Vince Czerwonka

”

The course starts with introduction of search engines and explains a lot about ranking in search engines. Suitable examples were given from time to time. It discussed both the blackhat seo and whitehat seo techniques. Even people who do not have any basic idea about SEO can get benefited from this SEO training.

Manoj Kumar

”

I knew a little bit about SEO but wanted to learn more so I took this eduCBA course to try to learn more. This was a nice SEO training with lots of good information about Google and SEO. There were several areas I learned how to do something I didn't know how to do or learned how to do something better than I could before.

John Knox



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For Queries please contact:

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