

Internet Marketing / SEO – Certified Training with Internship / Job Offer

Training by Prof. Shahzad, USA Certified



Get clarity to grow your business online

Learn to run a successful Internet Marketing / SEO campaign and identify quick wins that will help your site to rank higher and increase your traffic from search engines.

By the end of this intensive one-day course you'll have a thorough understanding of Internet Marketing / SEO Basic to Advanced concepts and skills including technical considerations, page optimisation and link building.

Training Outcomes:

By the end of our Standard course you'll be able to:

Keyword strategy. We'll teach you how to evaluate keywords to target which are both realistic and can have a real impact on your sales, not just increase your traffic

SEO Fundamentals. The basic principles of an SEO strategy including how the algorithm works and ranking factors you'll need to understand

On-Page Optimisation. Technical SEO practices required for every piece of content and every page on your site.

Backlinking. Creating and earning a diverse backlink profile using trusted, relevant sites

Social Media for SEO. Advanced techniques for optimising Social Media channels and ensuring that every post and comment supports your SEO goals

Webmaster Tools. We'll help you understand and work with the data Google provides for your site in Webmaster Tools.

Content. We'll help you develop a content plan and strategy which supports not only your SEO Strategy, but is valuable to your brand and audience too.

Basic Course Outline on Internet Marketing-SEO

Introduction

- What is Search Engine Optimisation (SEO)?
- How is your organisation doing?
- How pages are indexed
- How SEO has changed - Google Panda and Penguin

Key Performance Indicators (KPIs)

- Keyword rankings
- Traffic volume - quantity vs quality
- Organic vs Pay Per Click (PPC)
- Return on investment

Constructing search engine friendly pages

- Structured markup
- The role of metadata
- Building effective landing pages
- Identifying problems with pages
- Monitoring traffic flow

Organic search

- Keyword search and suggestion tools
- Why some keywords are better than others
- Analysing keyword density
- What is good keyword density?
- Quality keywords not quantity
- Keyword phrases and theme phrases
- Implementing keywords into content

Search Engine marketing

- Popularity and link equity explained
- Effective use of social media
- Linking to other sites
- Site structure and internal linking

Defining a plan for your company or organisation

- Key SEO tools
- Setting SEO objectives
- Monitoring your web stats
- Maintaining your position
- Latest Google Webmaster Central developments

Advanced Course Outline on Internet Marketing-SEO

Analysing your existing site

- Using analytic tools
- Using Webmaster tools
- Analysing existing search results
- Examining Google's cache
- Analysing competitors
- Review of keyword research tools and techniques

Content for SEO

- Google Panda and Penguin
- Keyword identification and enriching
- Defining suitable content
- Defining keyword competition
- Improving page focus

Web Design for SEO

- Creating a search engine friendly website
- Standards compliant code
- Site performance and efficiency
- Finding and repairing broken links

Site setup for SEO

- Managing redirects
- Duplicate content
- Benefits and limitations of CMS Systems
- Multiple domains, domain canonicalisation
- Robots.txt
- Sitemap.xml
- Image and Video sitemap files

Localisation SEO (optional course content)

- How localisation works
- Working with local directories
- Google+ / GooglePlaces
- Consistency of local information

Driving traffic

- Successful link building
- Link approaches and anchor text
- Using social media
- Link management
- Repairing problems with bad links
- Feeds and content sharing

Tools

- Useful tools for SEO analysis and support

Program Highlights



- 100% Skill Development Focus
- Paid Internship / Job Placement
- USA Experienced Trainer
- Project-based Training
- Free access to Internet Marketing / SEO tools
- Website SEO Audits
- Business SEO Services
- Google AdWords Skills
- Microsoft Bing SEO Skills
- Certified Internet Webmaster Skills
- Instructor-led classes & Online Training options

Course Fee: **Rs. 5,000 Per Level Basic/Advanced for Pakistani students**
US\$ 200 Per Level Basic/Advanced for International student

Course Duration: **2 Full Days per Level**
Evening / Weekend Classes available

Internship: **Internship / Job offer for Performing Students**

Training Venues: **Lahore – Islamabad – Dubai**

To Register:

Visit <http://newcastle.com.pk/it/seo-basic-training-in-lahore.html>

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