

## CSEO – Certified Search Engine Optimizer

(Summer promotional program)

Version – 1.1



**Overview:**

Our SEO Course is specifically designed for maximum benefit of the participants. Typically SEO courses available in market only give broad overview of the concepts involved without getting into the details. Also most of the courses available in the market lack practical illustration of techniques. The research team at Serpslogic™ has been quick to sense relatively higher demand for online SEO Training Service and thus we have tailored a specialized SEO program which will surely fill the gap for quality SEO Training.

PROGRAM NAME:	<b>CSEO (Certified Search Engine Optimizer)</b>
Duration:	20 Hours
Course Fees:	\$200 (\$400)
Pre-Requisite:	Working Knowledge of computers and Internet

**Mode of Imparting Training:**

Serpslogic™ provides SEO training through e-learning. All classes are conducted online using voice and chat enabled classrooms with whiteboard, where an expert SEO consultant takes you through the entire curriculum. All sessions are held one on one basis except for corporate learners where it depends on the company requirement.

**Course Module:****❖ Basics of SEO and SEM**

- Definition of broad terms
- Need and relevance of SEO/SEM
- Common SEO practices
- What to avoid

**❖ Overview of Major Search Engines**

- Google overview
- Yahoo Overview

- MSN Overview
- ❖ **Website Audit and Benchmarking**
  - Creating a search engine friendly website
  - Search accessibility
  - Search discoverability
  - Site Index ability
  - Site conversion ability
  - Settings Goals
- ❖ **On-page Optimization**
  - Keyword research and analysis
  - Meta Tag Optimization
  - Linking Optimization
  - Image and Anchor text optimization
  - URL Optimization
  - Content Optimization
  - Landing page creation and optimization
  - Call to action
  - Dead link/custom 404 pages
  - Location targeting
  - Sitemaps
  - HTML & CSS validation
  - Monitoring implementation and measuring success
- ❖ **Off-page optimization**
  - Creating Off-Page Optimization Strategy
  - Directory submission
  - Link building
  - Articles & PR marketing
  - Participation in social media
  - Q and A services
  - Email marketing

- Monitoring implementation and measuring success
- ❖ **Site Analytics, Progress Tracking and Reporting**
  - Using Analytics to monitor website traffic, keyword performance, content effectiveness, and building specialized reports
  - Progress tracking and reporting
  - Webmaster tools
- ❖ **Tools and Tips**
  - Date and resources for on-page as well as off-page optimization
  - Commonly used SEO tools
  - How to keep yourself updated on latest SEO trends

### Course Highlights

- ✓ Covers both on-page as well as off-page Optimization Strategy
- ✓ Our approach is to teach with the help of case-studies, and facilitate practical application of knowledge
- ✓ Developed by expert SEO consultants having long and successful SEO career
- ✓ Opportunity to work with Serpslogic™ for meritorious students

For a pre course consultation or advance booking for our [SEO Training Course](#) Please [Contact us!](#)