

SEO & WEB MARKETING FUNDAMENTALS

Guided Learning Hours: 72 | Duration: 8 Weeks

WITH



KBM MEDIA
SCHOOL



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SEO Modules – 36 Hours

On - Page	Off – Page
Introduction to SEO	What are directories
What is a Search Query and its analysis	Organic Ranking Factors
SEO Requirements Gathering	Paid Placement
Keyword Introduction & Research	Indexed Pages in Google
Keyword Density	Inbound Links
Title and META Tag Creation	Outbound Links
Search Engine and Directory Submission	Paid Competition Google Analytics
Introduction of SEO tools	Duplicate Content
Black hat SEO	Local Search
White hat SEO	Blog Search and optimization
Title Creation tips and tricks	Targeting Google tools
Description Creation tips and tricks	
Website crawling by Search engines	
How to make Robot.txt	
What is Search Engine Crawler	

Web Marketing Modules – 36 Hours

Social Media Marketing & Optimization

B2C and B2B Channels	What is Email Marketing	You Tube Channels
Introduction to Facebook	Factors for Successful Email Marketing	Introduction to corporate You Tube Channels
Difference between corporate page and profile	Introduction to Ms Outlook	You Tube channels application
Business Page creation	How to compose a professional targeted email	How to create a corporate You Tube channel
Business Page Dynamics	How to insert and attach marketing material in emails	How to publish and delete videos on You Tube Channels
Unpaid & Paid Strategies to promote on Facebook	How to format Emails	
Facebook Posting	How to schedule an appointment for clients in outlook	
Introduction to Linked In	Difference between To, CC and BCC in Outlook	
Linked In Profile & Group Creation	Email Marketing & Social Media Integration	
Linked In Company Creation		
Business promotion on Linked In Groups		