TechnoMaster

On-Page SEO

Duration: 30 Hrs (Changeable) | Fees: Individual / Batch

TRAINING BY INDUSTRY EXPERTS

Since 2007, Nestsoft TechnoMaster has been providing training and internships in IT technologies, both online and offline. We have given internships, training, and seminars to more than 25,000 students and achieved more success stories. **We offer 100% placement support through JobsNEAR.in**

ALL IT Courses

- Python Full Courses
- Digital Marketing
- Php/MySQL
- Laravel
- Asp.net MVC
- Flutter
- Android, Java, IOS
- Wordpress
- Software Testing
- Web Design
- Angular JS
- React JS
- CCNA, MCSA
- AWS, GCP, Azure
- ODOO, Fortinet
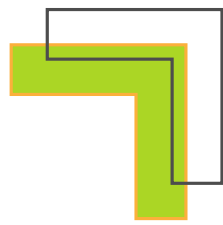- Ethical Hacking

Syllabus Contd..

TechnoMaster
Syllabus

* Introduction â€" Digital Marketing

* Introduction - Search Engine Optimization

* Caching, Crawling & Indexing

* Google / Yahoo / Bing Algorithms

* Competitor Website Analysis

* Domain Name Registration

* Basics of Server Configurations & Settings

* File Names / Directories / Sub Domains

* HTML5 Tags

* CSS, Bootstrap (Mobile Friendly) Style Sheets

* Website Designing using Templates

* Basics of Canva

* Basics of Photoshop

* Blogger, WordPress

* Meta Tags, Title Tags, Head Tags, Fav icon

* Page Layout, Content Optimization

* Working of Robots.txt, Do-Follow Links

* Internal / External Linking

* Image Optimization

* YouTube Video Integration

* Google Map Integration on Webpages

* Google My Business (Google Local Seo)

* Social Media Plugins

JobsNEAR.in

NESTSOFT Infopark

TechnoMaster

Syllabus

✳ Keyword Analysis / New Trends

✳ Google Search Operators

✳ Google Webmaster Tools

✳ Google Analytics

✳ Google Copyrights Verisign

✳ Payment Gateways

✳ Interactive / Dynamic Websites

✳ Live Chat Integrations on Websites

✳ Whatsapp Integrations on Websites

✳ Breadcrumbs using Schema.org

✳ W3 Standard HTML Validation

✳ 404, 403 Error Checking

✳ Plagiarism / Grammar / Spelling Checking

✳ URL Redirection / htaccess / Seo Friendly URL

✳ RSS Feeds, XML Sitemap

✳ On Page SEO Tools

✳ Web Hosting (FTP)