
At EDUCBA, it is a matter of pride to us to make job oriented hands on courses available to anyone, any time and anywhere.

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

Plan your study to suit your convenience and schedule.

SEO Course

Email Contact: info@educba.com



EDUCBA



www.educba.com

Course Overview

You get to learn Search Engine Optimization (SEO), SEO Analytics Strategies, SEO and Search Engine, Google Analytics, Google Adwords, On Page Optimization – A/B Testing, Conversion Rate Optimization (CRO) and others in this comprehensive SEO training certification.

SEO Course Skills

We learn the following skills:

Google Analytics: You will learn how to use Google Analytics in detail. This is not only helpful to track the results you would get by using the SEO, but also useful for identifying the ones that are creating desired output for your website.

Google Adwords: Organic leads can be done, but without the right expertise it would be quite harder especially now since there are two million posts published in an hour. So, you need to take help of Google ads so that you can rank higher and reach your target audience.

Course Features



Course Duration- 45
+ Hours



Number of Courses



Verifiable
Certificates



Lifetime Access



Technical
Excellence

About SEO

Words that you write: Gone are the days when you just insert right keywords into sentences and try to make sense of an article. The readers are now much more informed.

The titles you write: Even if we don't see the title when we get the search results, title matters a lot for the search engines.

The links that link your website to another website: If you have links from authority websites, you would rank higher and at the same time, search engines will value those websites more whenever anyone searches for results.

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.

Section 1. Page Optimization

- 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
- Title Length and Characters

Section 2.Elements of SEO

- Basic-concepts-&-major-elements-of-SEO.camrec

Section 3. Overview of Search Engine Optimization

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

Section 1. Introduction

- Introduction to SEO
- Importance of SEO

Section 2. Advantage and Prerequisite

- Advantages and Limitations of SEO
- Prerequisite and Getting Started with SEO
- Building Elements of SEO

Section 3. Process

- Process for on Page optimization
- Creating Title and about Keywords to Use
- Search Term in URL

Section 4. Adopting

- Adopting Changes to Our Website

Section 5. Tools

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

Section 6. 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

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

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 - Local Search, Real-Time Search
- Types Of Search - Image Search, Video Search
- Types Of Search - News Search, Vertical Search
- Seo Background

Section 2. Online SEO Essential 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 - Local Search, Real-Time Search
- Types Of Search - Image Search, Video Search
- Types Of Search - News Search, Vertical Search
- Seo Background
- Importance Of Google
- Examples Of Search Engines
- Factors Considered By Search Engines - Content

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

Section 5. User Management

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

Section 6. Goal Setting

- implementing-goal-setting1
- importance-of-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-account

Section 8. Overview of Web Analytics

- process-of-how-google-analytics-tracking-works
- Different-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
- latest-upgrade-in-video-campaigns

Section 2. Concept of Conversion Tracking

- doing-video-campaign
- 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-code
- 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

- Using-display-planner-&-targeting-methods-in display
- understanding-CPM-concept
- using-display-planner-&-targeting-methods-in display
- difference-between-search-and-display-campaigns
- doing-iteration-and-analysis-for campaign-optimzation

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
- campaign-settings

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



Google Charts

Section 1. Introduction

- Introduction to Google Charts
- Features of Google Chart
- API Syntax

Section 2. First Pie Chart Example

- Creating Basic Pie Chart
- Generate Code of Pie Chart
- Run Basic Pie Chart

Section 3. Bubble Chart Example

- Bubble Chart Example

Section 4. Google Charts

- Simple Bar Chart
- Annotation Rule
- Stacked Bar Chart Example

Section 5. Interacting with Charts

- Events in Charts
- Example Ready and Select Events
- Definition of Select Function
- How Function Works



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
- Other Basic Concepts

Section 2. Conclusion

- Conclusion

Conversion Rate Optimization (CRO) – Advanced

Section 1. Installation Process

- Prioritizing Testing Opportunities
- Testing User Data Continue
- 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

Section 2. Conclusion

- Conclusion of Points CRO

Section 1. Introduction

- Introduction to On Page Optimization

Section 2. Getting Started

- A-B Testing
- What is A-B Testing
- Need of A-B Testing
- Plan an A-B Test
- Things you can Test in A-B Testing

Section 3. Identify your Goals

- Identify your Goals
- First Landing Page
- Create a Test Hypothesis

Section 4. Tools Used

- Tools Used A-B Testing
- Other Tools For A-B Testing
- HTML Tags Tools

Section 5. Conclusion

- Conclusion



Frequently Asked Questions

Why should I do this SEO course?

The counter-question is why shouldn't you? You would get so much value out of this SEO course – from Google Analytics to Conversion Rate to SEO Optimization to Google Adwords – whatever you would need would be at your fingertip.

Can I do this SEO training course as a HR professional?

The answer is both yes and no. Yes, if you're planning to shift your career to digital marketing or expanding your horizon to digital marketing in your company. And you shouldn't do this SEO course if aren't planning to use the material. It would be wasteful for you and you won't get the best value out of it.

Do I need to do any other SEO training course once I complete this one?

Learning has no boundaries, so we won't say that you don't need to do any other course. If you want, you can do other courses as well with this one. But if you want to optimize your website and drive traffic to your website, this SEO course would be enough.



Customer Reviews

“

It is packed with useful resources for anyone looking to improve their knowledge of SEO from scratch. i strongly recommend it. It is a great lecture that is worth the money. Good job EDUCBA, it was worth the money i spent. thank you.

Amarachi Crystal

”

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

”

I can see this course being ideal for beginners whom want to get introduced to the world of SEO. This SEO Certification course will give them the kick-start they need to get a better understanding of SEO, and of course all related SEO terms. Besides that, it will give a idea of what goes on behind the scenes & in the background of the web browser. A wonderful, easy to follow course !

Simeon Jacob Julius de Nijs



EDUCBA

SEO Course

For Queries please contact:

Email : info@educba.com



www.educba.com