

[www.smartmindonlinetraining.com](http://www.smartmindonlinetraining.com)

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## SEO Online Training Course Content

### **Faculty: Real time and certified**

(Includes theoretical as well as practical sessions)

Search Engines and Directories

Important Search Engines and Directories

Who Owns Who?

The Beginnings of Search

The Search Industry Today

Who Powers Who?

Key Audiences for Your Site

The Definition of Search Engine Compatibility

So What is Search Engine Optimization?

Web Site Elements Impacting Search Compatibility

How Search Engines Index Pages

How Search Engines Rank Pages

Web Site Relevancy Factors

Algorithm Chasing is for the Birds

What is Site Architecture?

What is Search Engine Compatible Site Architecture?

Elements of Site Architecture That Impact Search Ranking

Domain

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Directory Structure

File Naming

Page File Extensions

Navigation Menus

Multiple Entry Points

Heading Tags

Robots META Tag

Robots Exclusion Protocol (Robots.txt File)

Error Trapping

Site Maps

Cascading Style Sheets (CSS)

Server Side Includes (SSI)

Remaining Site Architectural Elements

Benefits of Search Engine Compatible Site Architecture

Further Reading

Keyword-Rich Body Text

Text Heavy Home Page

SEO Copywriting

Heading Tags

Build Your Copy Around Your Keywords

Text Links

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Advantages of Text Links

Navigation Menus

Link Title Attributes

Assignment 1 (Tutor-Graded)

What is Dynamic Content?

How Dynamic Content Impacts Search Engine Compatibility

Optimization for Dynamic Web Sites

Workarounds for Dynamic Web Content

Further Reading

Assignment 2 (Tutor-Graded)

Graphics and the Web

Graphic-Heavy Pages

Alt IMG Attributes

Graphical Navigation Menus

Navigation buttons

Image Maps

Drop Down Menus

Disadvantages

Accessibility

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Assignment 3 (Tutor-Graded)

Flash

Intro / Splash Pages

Bells and Whistles

Making Flash Search Engine Friendly

Search Engine Support for Flash

Further Reading

Assignment 4 (Tutor-Graded)

Frames-Based Sites

Search Engines and Frames

The NoFrames Element

Frame Orphaning

To Sum Up Frames

Tables

Search Engines and Tables

Tables and Spam

Alternatives to Tables

To Sum Up Tables

Further Reading

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What is Link Popularity?

Google PageRank

Backward Links

Link Juice and NoFollow Links

PageRank Sculpting

Link Building

Text Links

Factors Influencing Link Popularity

Important Search Engines and Directories Recap

Lists of Other Search Engines and Directories

Links to Avoid

The Penguin Update

How to Avoid Link Spamming

Free Link Popularity Tools

Further Reading

Assignment 5 (Tutor-Graded)

What is Pay For Performance?

Pay For Performance Options

Express Paid Submission to the Yahoo! Directory

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Pay For Performance Search Engine Models

Google AdWords

Google AdSense

Google Places

Bing Ads

Yahoo! Local Listings

Other Pay-Per-Click Providers

Learn More About Pay Per Click Campaigns

Further Reading

Does SEO Truly Deliver ROI?

Measuring SEO Success

Track your site's search engine rankings.

Track the amount of traffic your site is receiving.

Track the number of returning visitors to your site.

Track the number of sales / conversions your site receives.

Track the link popularity of your site.

Key Site Metrics to Look At Regularly

Visitor pathways and conversion funnels.

Top exit pages.

Top entry pages.

Top content.

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Landing pages for PPC and other campaigns.

Traffic sources.

Search engine referrals.

Search keywords and phrases.

Metric values that show a radical change.