



YOU MISS 100% OF THE SHOTS YOU NEVER TAKE.

GET THE
MARKETING
EDUCATION YOU
NEED TO **SUCCEED**



**Delhi School Of
Internet Marketing**



+91 84477 36668



**Delhi School Of
Internet Marketing**

“WE DELIVER KNOWLEDGE TO HELP YOU WIN”

Search Engine Optimization Training program



Objective of the program

At DSIM, we have brewed this advanced seo program such that... after attending you will be able to learn how search engine works, how & what people search, what are the factors in & outside of your website that make you rank on top, what should be avoided & what all you need to bring your site on first page of search engines .

1 Internet Marketing Overview

- What is Internet marketing?
- Importance of internet marketing
- How Internet marketing works?

2 Website planning & development

- Types of websites
- Essentials of a website
- Planning a website
- Professional appearance
- Easy to update
- Search Engine Friendly
- Difference between dynamic & static website

3 Search Engine Optimization

- What is SEO
- Why we need SEO
- What are search engines
- How search engines work?
- Major functions of a search engine
- What is traffic?
- Different types of traffic
- What are keywords?
- Different types of keywords



- Tools to find keywords (paid & free)
- Google external tool
- Google trends & insights
- How to find relevant keywords?
- Keywords mix
- Steps in SEO
- On page optimization
 - Keywords optimization
 - Content optimization
 - Internal linking
 - Meta tags creation
 - Basic HTML knowledge
 - Creating sitemap
 - Uploading sitemap on website
 - Google webmasters tool
 - Understanding key terms
 - How to get a website index?
 - Quick indexing techniques
- Off page optimization
 - What is page rank?
 - How to increase page rank?
 - What are back links?
 - Types of back links
 - What is link building?
 - Types of link building
 - Techniques of link building
 - Directory Submission
 - Articles marketing
 - Blog marketing
 - Press releases
 - Social bookmarking
 - Forums marketing
 - Classifieds submission
 - Google maps submission
 - What not to do in link building?
 - Checking your backlinks
- Local SEO
- Mobile SEO
- Top 5 free tools for SEO
- Top 5 paid tools for SEO
- Planning SEO of a website
- Monitoring SEO process
- Preparing SEO reports

Program Highlights -



No Teacher Only Experts

Industry Expert led training for all



Training & case studies

Gain practical knowledge of industry



Industry recognized certificate

Join & take your resume to next level



Life time query suport

Through regular forms & query sessions



Weekday/Weekend options

Flexible class timing that suits everyone



Make money online

Best practices for earning huge commission online



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**Delhi School Of
Internet Marketing**

What Make Us Proud?

431+

Professional trained

53+

Successful batches

80%

Working professionals

8.5/10

Rated on a scale of 10

Reach Us-

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Course Fee

Rs.9550.00 (fee - Rs8500 + 12.36% service tax)

Trainees From

