3D EDUCATORS
Trainers & Consultants

RTC IM
International Management Research & Technology Consortium

Search Engine Optimization - SEO

Training Program

100,000+ Students have been Trained

since 1997

Who can do?

- Fresh Matriculations who would like to pursue a career in Digital Marketing.
- Already working class and are interested to switch over to Digital Marketing.
- Working Class wants to excel in terms of better position and compensation in their career.

This program is also beneficial for the organization's employee, who would like to get the maximum output from their employees.

Invest in People the only Asset that Appreciates

Program is offered by

3D EDUCATORS - INT

22 Years of Excellence in Training & Development

www.3dedudcators.com
info@3deducators.com

Search Engine Optimization - SEO

Training Program

Table of Content

Detail

Inauguration

Structure

Topics & Time Allocation

Other Learning Activities

About the Program Designer & Instructor

Syllabus

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About the Program Designer & Instructor

The "SEARCH ENGINE OPTIMIZATION-SEO" Program has been designed and will be conducted by the Senior Consultants who have been the fifteen years experience in Web Marketing Technology in the E-Commerce field, although they have worked for public, private and National and Multinational Companies.

The Person are qualified and certified in Networking and PhD, MBA (MIS), MS, MSc Applied Physics.

At present, faculty is working with the top most company in Pakistan and involve in the Web Marketing projects in a senior position, also involved to provide training for last fifteen years

Inauguration

The Training Program will be inaugurated by a senior member of 3DEducators.

Program Structure

No of classes per week	**01 Class**
Duration of each class	**02 – Hour**
Total Duration	**16 Hours**

Other Learning Activities For Each Module

Classroom Assignments	**02**
Presentations by Trainees	**01**

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Program Syllabus

Course Content:

- Fundamentals of Search Marketing
- Keyword Research: Keyword Discovery Tools, Decision Making, Organic vs. PPC
- Keyword grouping
- Density of Keywords
- Appropriate Keywords
- Content Generation: Optimizing Pages, Writing Good Copy Using Keywords, How To
- Deal With Pages Moved Or Performing A Remodel, How To Deal With Large Sites &
- Difficult Programming
- SEO Diagnostic audit: Web Site Architecture, Web Site Page Construction and External
- Influences
- Link Building: Internal Linking, Linking & Linking PR, How To Acquire Good Inbound Links
- The importance of quality links and a good linking strategy
- The importance of patience with Search Engine Optimization
- What not to do to avoid being penalized for search engine spam.
- What to do if you get banned by a search engine

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- Developing a comprehensive strategy: Reporting, Web Analytics, Brand Reputation
- Monitoring
- And Many more SEO services explained by SEO specialist
- Concepts of Hats
- Onsite SEO Methodologies
- Offsite SEO Methodologies
- Google Robots, Crawlers & Spiders Behavior

Students who are unable to appear for the final exam are required to submit a written application stating the reason for not appearing for the exam. 3D Educators reserves the right to approve or deny such applications. If approved, the student will be allowed to sit for the exam within one month. Failure to do so, the student will be resubmit the examination fee and sit the future schedule exam. Without passing of the exams no certification will be awarded

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ONLINE LIVE CLASSES FACILITY AVAILABLE

- Instructor Led Training
- Real Time Presentations
- Interactive Classes
- Complete Notes and Other Stuff shall be provided through our Secure Student Login Member's Area
- For Online Live Classes, you may please download the Admission Form through our website http://www.3deducators.com. Fill it properly and attached the required document along with Picture and send back to info@3deducators.com with scanned fee submitted voucher in the bank.
- For Pakistan you may submit the fee at any MCB Branch with the title of "3D EDUCATORS-TRAINERS & CONSULTANTS".
- If you are outside Pakistan then you may transfer via Bank to Bank or any western union, Fast Track, Money Gram or else International Transfer Body.
- After Admission, if you don't have GMAIL Account then you are requested to kindly make one GMAIL Account and shared it info@3deducators.com. Then further correspondence shall be made by our institute official.
- Extra Bandwidth Charges shall be incurred.

DISTANCE NOT MATTER

You can join in the live classes Sessions of 3D EDUCATORS – TRAINERS & CONSULTANTS from anywhere of the world.

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PRECAUTIONARY MEASURES

- During Classes, you are requested to make sure that you are in isolated room, where no noise should be there except your voice.
- Kindly Switch Off your Cell Phone during the class, because it will disturb the quorum of class.
- If you have taken the admission in the course online lonely, then ethically it is recommended and suggested that you alone in the class.
- Recording of Lectures are not allowed at your end.

This world is emerging and growing in the 21st Century very rapidly because of latest and remarkable technologies and its advancement. Due to advancement of technology, we 3D EDUCATORS offer Live Interactive class sessions

3D EDUCATORS believe on Information Technology and its systems. Now you can also avail this facility at your home.

CONTACT US

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021-34857148

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http://www.3deducators.com

Get the Admission Form

Download Form

MANAGEMENT
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