

# The **SEO** Classes

## Search Engine Optimization (SEO)

### **SEO – On Page Optimization**

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Initial Website Analysis  
Competitors Analysis & Monitoring  
Keyword Research  
Content Optimization  
Keyword Density  
URL Structure  
Title Tag  
Meta Tag Description  
Meta Tag Keywords  
Heading Tags  
ALT Tags  
Anchor Text  
Image File Name  
Keyword in Page URL

Sitemap HTML/XML Creation  
Robot.txt File  
Image Optimization  
Doorway Pages  
Microformatting  
Localization  
Cloaking  
Canonical Issue  
Google Webmaster Tool  
Google Analytics  
FTP Software Filezilla etc..  
Google Panda Update  
Google Caffeine Update  
Google Penguin Update

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### **SEO – Off Page Optimization**

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Directory Submission  
Article Submission  
Social Bookmarking  
Classified Posting  
Link Building  
Forums Posting  
Blog Creation  
Blog Submission

Blog Posting  
Blog Commenting  
Google Local Listing  
Search Engine Submission  
Press Release submission  
Video Creation & Optimization  
RSS Feed Submission & Creation  
Hubpage & Squidoo Lens Creation

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### **SMO – Social Media Optimization**

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Facebook  
Linkedin

Pinterest  
Twitter

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**Course Name** - Search Engine Optimization (SEO)  
**Course Duration** - 10 to 12 Classes (2.5 to 3 Months)

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