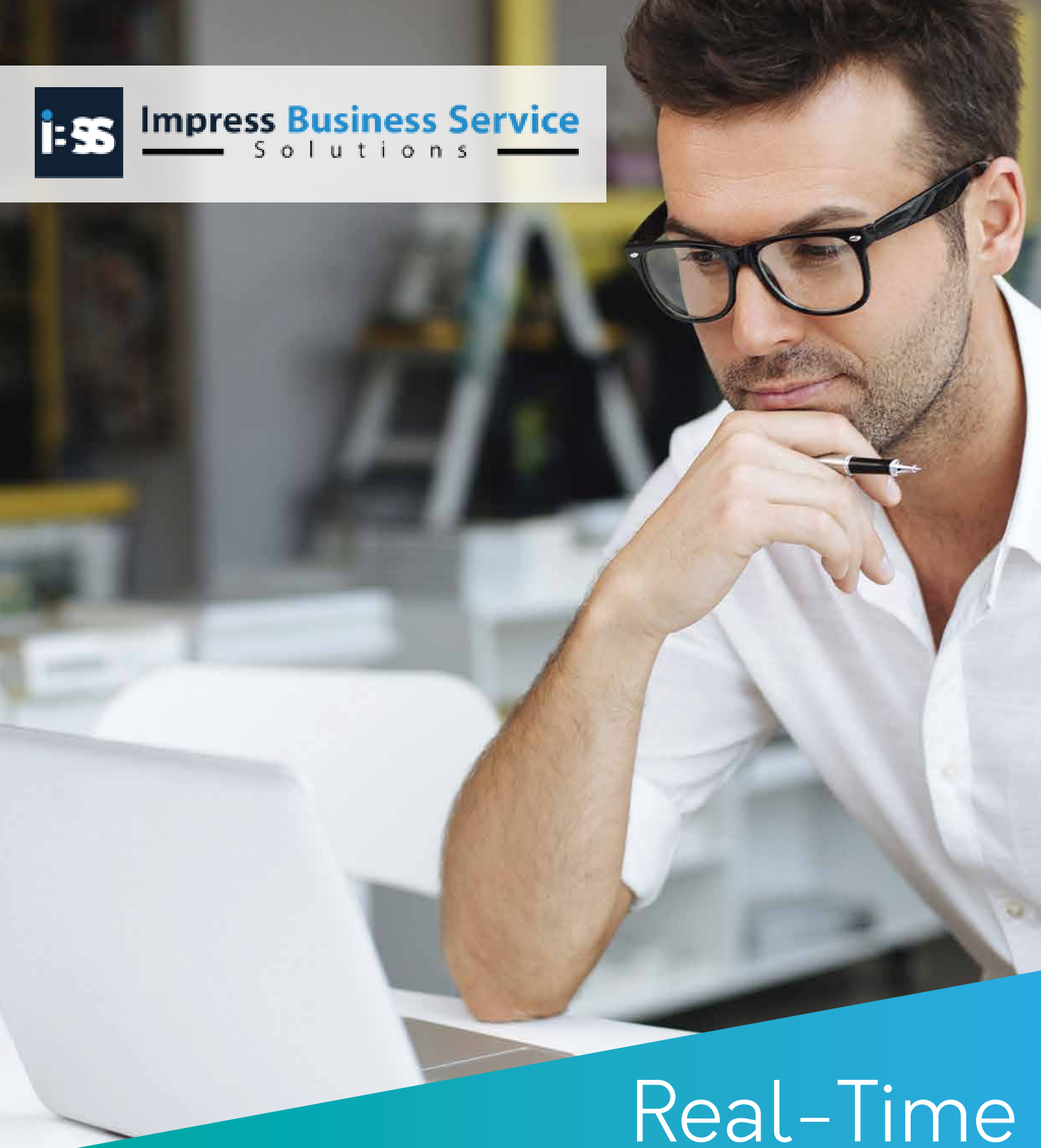




**Impress Business Service**  
Solutions



# Real-Time Web Design & Digital Marketing Course

---

✓ 100% Job Oriented Courses

✓ Live Project Based Training

## Why study Search Engine Optimization(SEO)?



Securing that top spot on Google is a sure-fire way to bring in thousands upon thousands of new visitors to your websites. Strategic and effective use of SEO not only helps you generate site traffic, but it also helps you build brand awareness and credibility, and differentiates your sites from competitors. SEO also helps you gain insights into customer preferences and what types of products and services they are looking for. When done right, SEO can be a game changer for your digital marketing programs.

## Why Become an SEO Specialist?



SEO and inbound marketing are the most important digital channels for many organizations, as more internet traffic is generated by organic search. SEO even plays a key role for companies that conduct much of their business offline because according to Hub Spot more than 81 per cent of all potential customers use the internet to research products before purchase. SEO specialists optimize websites and manage content and links on various platforms to make companies and their product lines more accessible to a digital audience. Digital transformation has led to a huge demand for qualified SEO specialists. Secondary research shows:

- SEO is the most in-demand digital marketing skill according to Smart Insights and cmo.com.
- There are over 11,206 SEO-related jobs available in the U.S. and 5,000 in the UK, according to Indeed.com.
- In India, there are over 11,000 jobs on naukri.com that require SEO knowledge and skillset.

## Who Should take this SEO training Course?



SEO training is beneficial for anyone who wants to become proficient in SEO best practices, particularly:

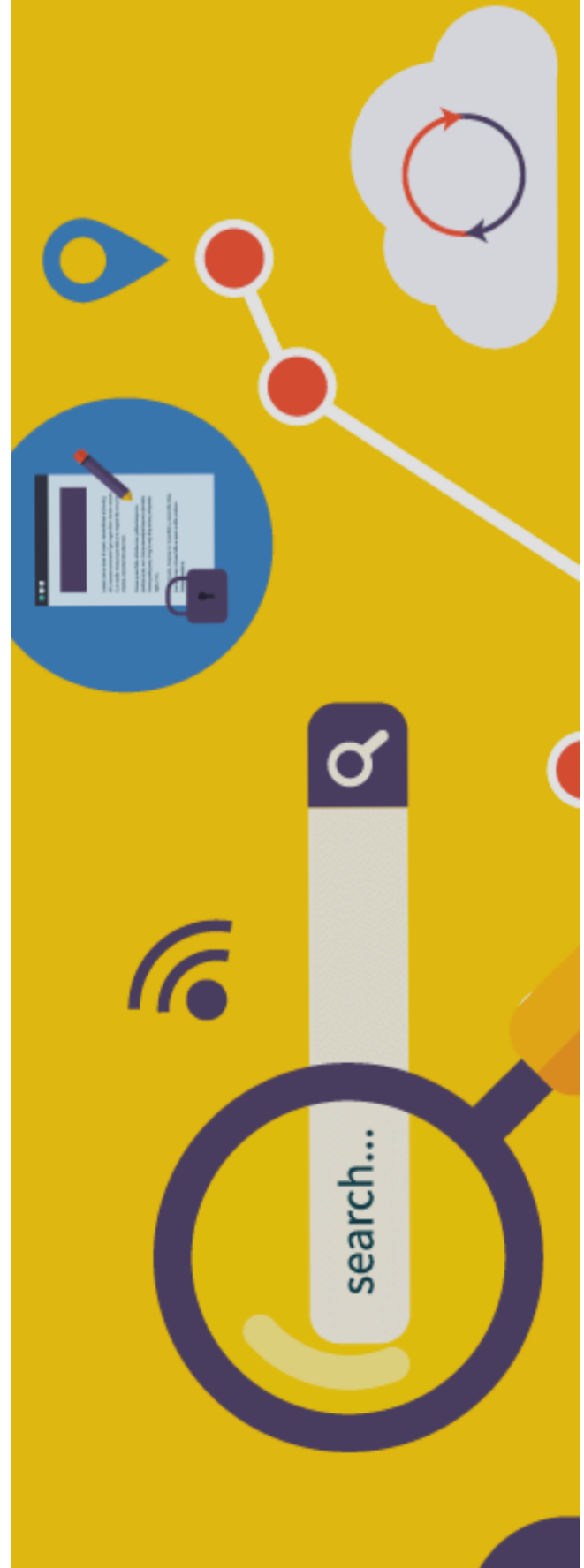
- Marketing managers
- Digital marketing professionals
- Content writers
- Marketing and sales professionals
- Management, engineering, business, and communication graduates
- Entrepreneurs and business owners
- Students

For More Details

# Course Objectives



- Introduction to Seo
- How Search Engine Works
- keyword Research
- keyword management
- Off Page Optimization
- On Page Optimization
- Website Management
- Link Building
- URL Management
- Analytics and Measurement
- Planning and Marketing a Website
- Facebook Ads
- Google Adwords



For More Details

# SEO Training Course Syllabus



## MODULE 1 : BASICS DIGITAL MARKETING

- Introduction To Online Digital Marketing
- Importance Of Digital Marketing
- How Internet Marketing Works?
- Traditional Vs. Digital Marketing
- Significance Of Online Marketing In Real World
- Increasing Visibility
- Visitors' Engagement
- Bringing Targeted Traffic
- Lead Generation
- Converting Leads
- Performance Evaluation



## MODULE 2: ANALYSIS AND KEYWORD RESEARCH

- Market Research
- Keyword Research And Analysis
- Types Of Keywords
- Tools Used For Keyword Research
- Localized Keyword Research
- Competitor Website Analysis
- Choosing Right Keywords To The Project

## MODULE 3: SEARCH ENGINE OPTIMIZATION (SEO)

- Introduction To Search Engine Optimization
- How Search Engine Works?
- SEO Fundamentals & Concepts
- Understanding The SERP
- Google Processing

## MODULE 4: ON PAGE OPTIMIZATION

- Domain Selection
- Hosting Selection
- Meta Data Optimization
- URL Optimization
- Internal Linking
- 301 Redirection
- 404 Error Pages
- Canonical Implementation
- H1, H2, H3 Tags Optimization
- Image Optimization
- Optimize SEO Content
- Check For Copy scope Content
- Landing Page Optimization
- No-Follow And Do-Follow
- Indexing And Caching
- Creating Xml Sitemap
- Creating Robot.Txt
- SEO Tools And Online Software

## MODULE 5: OFF PAGE OPTIMIZATION

- Link Building Tips & Techniques
- Difference Between White Hat and Black Hat SEO
- Alexa Rank, Domain
- Authority, Backlinks
- Do's & Don'ts In Link Building
- Link Acquisition Techniques
- Directory Submission
- Social Bookmarking Submission

For More Details

# SEO Training Course Syllabus



- Search Engine Submission
- Web 2.0 Submission
- Article Submission
- Press Release Submission
- Forum Submission
- PPT Submission
- PDF Submission
- Classified Submission
- Business Listing
- Blog Commenting

## MODULE 6 : SEO UPDATES AND ANALYSIS

- Google Panda, Penguin, Humming Bird Algorithm
- How To Recover Your Website From Google Penalties
- Webmaster And Analytics Tools
- Competitor Website Analysis And Backlinks Building
- SEO Tools For Website Analysis And Optimization
- Backlinks Tracking, Monitoring And Reporting

## MODULE 7: LOCAL BUSINESS & LISTING

- Local Business Listing – Optimizing Your Local Search Listings To Bring New Customers Right To Your Business
- Creating Local Listing In Search Engine
- Google Places Setup (Including Images, Videos, Map Etc)

- Placing Web Site On First Page Of Google Search
- Learn To Make Free Online Business Profile Page
- How To Make Monthly Basis Search Engine Visibility Reports
- Verification On Listing , Google Reviews

## MODULE 8: CREATING A NEW SIMPLE WEBSITE

- Creating A Simple Website For Your Business/Work Using Html Coding

## MODULE 9: EMAIL MARKETING

- Using Bulk Email Service To Boost Your Business

## MODULE 10: SMS MARKETING

- Using Bulk SMS Service To Boost Your Business

## MODULE 11: LIVE PRACTICALS

- Live Practical Experience

## MODULE 12: INTERVIEW PREPARATION

- Resume Preparation
- Interview Question Preparation

For More Details

# Web Designing Training



✓ The training that we offer for web design training in Chennai will cover the fundamental features in working with Photoshop, Dreamweaver, HTML, CSS, JavaScript, jQuery, etc. We have an updated modules and live projects that meet the Industry Requirement.

## Training Topics :

- Template Designing
- Understanding Web Concepts & Terminologies
- HTML Content / Media Tags
- Lists & Tables
- Media Queries
- CSS3
- Forms
- iFrames & Media Tags
- Mobile Framework
- Understanding JavaScript
- Bootstrap Interactive Elements
- jQueryEvents



For More Details

## Why Choose IBSS?



- ✓ Quality training at lowest price
- ✓ Realtime Training
- ✓ No theory session 100% Live Training
- ✓ Work on Live Project
- ✓ Placement Assistance
- ✓ Interview Preparation
- ✓ Flexible Batches
- ✓ Task assigning at the end of every session
- ✓ Practical and job oriented Training

## Courses & Fee Structure



Course Name	Web Design Course Type 1	Web Design Course Type 2	Digital Marketing Course Type 1	Digital Marketing Course Type 2
Duration & Timing	3 Hours / 1 Month 10.30 am - 1.30pm 4.00 pm - 7.00 pm	6 Hours / 1 Month 10.30 am - 6.30pm	3 Hours / 1 Month 10.30 am - 1.30pm 4.00 pm - 7.00 pm	6 Hours / 1 Month 10.30 am - 6.30pm
Batch Members	2	2	2	2
Live Projects	2	3	2	3
Theory & Practical	1 hr - Theory 2 hrs - Practical	2 hrs - Theory 4 hrs - Practical	1 hr - Theory 2 hrs - Practical	2 hrs - Theory 4 hrs - Practical
Course Fees	Rs. 8000	Rs. 10,000	Rs. 8000	Rs. 10,000
Start Date	9 October 2019	9 October 2019	9 October 2019	9 October 2019

For More Details



# Bringing Excellence To Students



**For Course Registration**

---

Call at +91 73959 37958

or

Send Email at [impressbsscourse@gmail.com](mailto:impressbsscourse@gmail.com) to book your seat



**Impress Business Service**  
Solutions