



Get your Industrial Training with
Capacious Technologies for your
brighter future

CHOOSE THE BEST

TECHNOLOGIES

Search Engine Optimization

Training Structure

Duration: - 30 Day (1 Hour)

including Internship

Fees: - 4999/-

1. Introduction to Search Engine Optimization

2. Types of SEO

- **White Hat SEO**
- **Grey Hat SEO**
- **Black Hat SEO**

3. Techniques of SEO

- **Technical SEO**
- **On Page SEO**
- **Off Page SEO**

4. Technical SEO

- **Google Analytics**
- **Google Tag Manager**
- **Google Search Console**
- **Page Speed**

5. On Page SEO

- **On Page Overview**
- **Title Tag**
- **Meta Tags**
- **Meta Keywords**
- **Alt Tags**
- **Breadcrumb**
- **Sitemap**
- **Robots.txt**
- **Canonical Tags**
- **Inbound Links**
- **Outbound Links**
- **No Follow Links**
- **Do Follow Links**
- **Broken Links**

- **Tel Tags**
- **Email Tags**
- **Schema Tags**
- **Rich Snippet**
- **Open Graph**

6. Off Page SEO

- **Off Page Overview**
- **Backlinks**
- **Social Bookmarking**
- **Profile Creation**
- **Directory Submission**
- **Blog Commenting**
- **Classified Submission**
- **Document Sharing**
(PPT, PDF, Image, Video, Infographic)
- **Guest Posting**
- **Blog Posting**
- **Press Release**
- **Forum Posting**
- **Article Submission**
- **Question/Answering**

7. Local SEO

- **What is Local Search**
- **How to create Profile on GMB**
- **How to write Perfect Description**
- **How to Set Services**
- **Hacks to Find Competitors**
- **Store Codes and Label**
- **Reviews**
- **Citation**

8. Certificate For Internship