

DIGITAL MARKETING

What is On-Page Optimization?

Keyword Research with Google Keyword Planner.

Image Naming, Image Title and ALT Tags Creation

What are Meta Tags

Redirection Tags

Headings Tags {H1 to H6}

What is Content Writing?

SEO Friendly Content Writing {Insert keywords in content}

Anchor Text, Link Title

XML Site Map Creation

Site Tracking Tools (Google Webmaster Tool, Google Analytics Tool)

What is OFF-Page Optimization?

What are Backlinks?

Why Backlinks are Important?

What is Google Page Rank?

How to Increase Page Rank?

Search Engine Submissions

Directory Submissions

Article Writing and submissions

Press Release writing and submissions

Blog Posting and comment writing

Classifieds posting

Forum Posting

Business Listing

Social Bookmarking

Social Networking

RSS Feeds

Search Engine Algorithms

Basics

What is Search Engine's Algorithms?

How Algorithms Works?

Why a Search Engine needs to update its Algorithm?

Search Engine Penalties and Recoveries.

Why a Search Engine penalizes a Website?

Advanced

How to optimize your site for Google Hummingbird Algorithm?

What is Google Panda Algorithm?

What is Google Penguin?

What is Google EMD Update?

How to save your site from Google Panda, Penguin and EMD Update?

How to recover your site from Panda, Penguin and EMD?

Web Analytics

Introduction

What's analysis?

Is analysis worth the effort?

Small businesses

Medium and Large scale businesses

Analysis vs intuition

Introduction to web analytics

Content Performance Analysis

Pages and Landing Pages

Event Tracking and AdSense

Site Search

Goals & Ecommerce Tracking

Setting up goals

Goal reports

Ecommerce tracking

Social media analytics

Facebook insights

Twitter analytics

Youtube analytics

Social Ad analytics /ROI measurement

Google Analytics

Getting Started With Google Analytics

How Google Analytics works?

Accounts, profiles and users navigation

Google Analytics

Basic metrics

The main sections of Google Analytics reports

Traffic Sources

Direct, referring, and search traffic

Campaigns

AdWords, AdSense

Visitors Analysis

Unique visitors

Geographic and language information

Technical reports

Benchmarking