



Search Engine Optimization

Search Engine Optimization Workshop / Training Program will teach you how to optimize your website so that you maximize the traffic you receive from the Google search engine.

What is SEO?

SEO – Search Engine Optimization is the art and science of optimizing your web pages to be found by the search engines like Google, Yahoo, and Bing etc. But why part art, part science? The science part of SEO deals with technology, with implementing the techniques, and all the technicalities of website, coding etc. While the art part deals with understanding the business, and the customer behavior and try to positively influence it by adding value to them (with a product, service or a solution) and getting value in return(as sales and branding).

SEO plays a vital role in scaling up sales and accelerating the growth of a completely online business (such as Flipkart.com) or an offline business (such as Dominos).

What you will learn?

- Use the Google Search Engine to drive visitors to your website
- Find high traffic keywords and asses the search competition
- Reverse engineer and analyze the websites of your competitors
- Improve your PageRank by getting people to link to your site
- Register for important Google tools and services
- Measure, track and improve your search results
- Keep your website healthy and avoid a blacklisting

Learn how to optimize your website for the Google search engine. Using a practical step-by-step approach, author Baba shaheer will lead you through the process of search engine optimization. At the end of this course you will know how to setup the necessary Google accounts, you will know how dissect the websites of your competitors and establish the key parameters that are responsible for their high ranking, you will be able to establish what you need to include in your own site so that you rank higher than your competitors, you will be able to specify your website design requirements and monitor the results of your campaigns. **Scope of SEO Career** Online industry is growing everyday & SEO is playing a vital role in bringing the visitors to the website and all the companies are spending a huge sum in SEO. It's one of the most happening areas and there are a good number of job opportunities in the field of SEO.

What skills are required for a career in SEO?

SEO is a mix of art and science, we can call hybrid process. So if you come from the science background and are technical skilled, SEO can add a lot of value to your CV by making you get in touch with the practical aspect of the business. SEO helps you grow as a professional and learn new skills related to people management and internet marketing strategy building.

In case you come from the art / commerce background, then SEO may appear a little complicated due to the entire technical skill requirement. The good news is that – most technical aspects of SEO are easy to learn & implement.

SEO Salary / Remuneration Range

In Asian countries like India the average salary for SEO is in between **Rs 1.8 lacs – Rs 4 lacs** per year for fresher's. Like any other discipline; the salary depends on various different factors like No. of years' Experience, Employer Type, City, Company Size, Certifications etc.

SEO Job Titles / Designations

- Link Builder
- Content / Keyword Strategist
- Web / SEO Copywriter
- SEO Analyst / Specialist
- SEO Manager
- SEO / Search Marketing Director

SEO Workshop Overview / Catalogue

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