



EXPERT  
TRAINING  
INSTITUTE

ADVANCE  
SEARCH ENGINE OPTIMIZATION  
COURSE

**ONLINE & OFFLINE CLASSES  
WEEKENDS | WEEKDAYS**

*"Unleashing Digital Opportunities  
By Becoming A Part Of The  
Trillion Dollar Digital  
Marketing Industry & Secure  
Your Future"*

[www.expert-seo-training-institute.in](http://www.expert-seo-training-institute.in)





**WELCOME  
TO  
EXPERT TRAINING  
INSTITUTE**



## Head Office & Training Institute

178,1st Floor, Jai Appt, Commercial Wing, Sector 9, Rohini, Delhi-85  
Opposite Pillar No.418, Near Rohini West Metro Station  
99583-81938 | 99583-84020  
<http://www.expert-seo-training-institute.in>

## Advance Digital Marketing Course Certification

Weekdays | Weekends | Only Sunday



# Reasons To Choose Expert Training Institute



Become A Google  
Certified Professional



Learn From  
Industry Experts



Learn A to Z  
Digital Marketing



Free Backup &  
Doubt Sessions



Comprehensive  
Practical Training



Student's  
Feedback



Build Your  
Own Website



Targeted  
Approach



100% Placement  
Support



Live Projects  
Experience



Lifetime Query  
Assistance



Free Tools  
& Softwares



Simple Step By  
Step Process



Flexible Process  
Fits Your Schedule



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## 1. INTRODUCTION TO SEO

- What is SEO?
- On Page n Off Page
- How Google Works?
- White Hat n Black Hat
- Difference b/w Organic(SEO) & Paid(PPC)
- Intro to Voice Search

## 2. WEBSITE REQUIREMENTS

- Choosing a viable Domain Name
- Choosing the Right Host
- SEO Starts before you Build

## 3. KEYWORDS & META TAGS

- Keywords Introduction
- Types of Keywords
- Keyword Density & LSI Keywords
- Keyword Difficulty & Competition
- Keyword Research Tools
- How To Do Keyword Selection
- Keyword Selection-List 1-Course
- Keyword Selection-List 2-Service
- Keyword Selection-List 3-eCommerce
- Keyword Selection-List 4-Informative
- Keyword Selection-List 5-Recipe
- How to Create Meta Title
- How To Create Meta Description
- How To Create Meta Keywords
- How to create Heading Tags
- ALT Tag
- Keyword Placement in Static Page
- Keyword Placement in Wordpress

## 4. ON PAGE SEO

- robots.txt
- Sitemap.html
- Sitemap.xml
- Internal & external linking
- Canonicalization
- Analytics Integration
- GSC Integration

## 5. PAGE SPEED

- Page Speed - Introduction
- Render Blocking JS
- Enable Compression/Gzip
- Leverage Browser Caching
- Server Response Time
- Content Delivery Network (CDN)
- Defer Loading JS
- Combine External JS
- Combine External CSS
- Minify CSS
- Defer Images
- Defer Videos
- Calling Css before Js

## 6. SCHEMA

- Schema-Introduction
- Event Schema
- Product Schema
- Course Schema
- Recipe Schema
- Article Schema
- FAQ Schema
- Organisation



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- Website
- Breadcrumb
- Video
- Local Business
- Person
- Book Schema
- How it can help boost your rank
- Sitelink Schema

## 7. GOOGLE SEARCH CONSOLE

## 8. RECOVER GOOGLE PENALTY

- How To recover Google Penalty
- How to Find Backlinks
- How To Find Bad Backlinks-Process
- How To Contact Webmaster-Process
- How To DISAVOW Bad Links-Process

## 9. OFF PAGE SEO

- Introduction
- What are Natural Links? How To Create Them?
- Directory Submission
- Social Bookmarking
- Classified Submission
- Bs Listing
- Profile Creation
- Forums
- Q n A Submission
- Blog Commenting
- Press Release
- Infographic Submission
- Article Submission
- Guest Post
- PPT, PDF, DOC Submission

## 10. HOW TO LIST BUSINESS ON GOOGLE MY BUSINESS

## 11. SEO PLUGINS

- SEO Yoast SEO
- Google XML Sitemap
- WP-Rocket & WP Optimize
- Broken Link Checker
- Squirrly SEO
- Google Analytics by Monster Insights

## 12. GOOGLE ALGORITHMS

- Panda
- Penguin
- Hummingbird
- Pigeon
- Bank Brain

## 13. GOOGLE RANKING FACTORS

- Domain Age
- Keywords Appear in TLD
- Domain Registration Length
- Domain History
- Country TLD Extension
- Keyword in Title Tag
- Keyword in Description Tag
- Keyword in H1 Tag
- Content Length
- Page Loading Speed
- Image Optimization
- Magnitude of Content Updates
- Keyword Prominance
- No.of Outbound Links



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- Broken Links
- URL Length
- Domain Trust/Authority
- Presence of Sitemap
- Server Location
- SSL Certificate
- Mobile Optimized - Usability
- Use of Analytics & Webmaster
- User Reviews
- Linking Domain Authority
- Links from .gov & .edu domains, Social Media & Wiki
- Backlink Anchor Text
- Link Location on Page
- Bounce Rate
- Direct Traffic - Repeat Traffic
- Chrome Bookmarks - Social Shares

## 14. BLACK HAT SEO

- Keyword Stuffing
- Keyword Cannibalization
- Over Optimised ALT Description
- Commercial Anchor Text on Internal Pages
- Irrelevant Keywords
- HTML Heading Over Optimization-H1
- Copied Content
- Bait & Switch
- Article Spinning
- Cloaking
- Malicious Active Content
- Click Bait
- Link Farm & PBN
- Link Exchange
- Blog Comments Spam
- Shady Redirects
- Paid Advertorials
- Parasite Hosting
- Typosquatting & URL Hijacking
- Negative SEO

## 15. SEO TERMS

- Sandbox
- The FOLD
- Domain Authority-Ways To Improve
- Bounce Rate-Ways To Reduce
- Google Dance
- Web 2.0
- Branded Keywords
- CTR-Ways To Improve
- Co-Citations
- Dwell Time
- Featured Snippet (Result Zero)
- Link Velocity
- Niche
- Orphan Page
- Bad Neighborhood

## 16. GOOGLE TAG MANAGER



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# Certificates You Get



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## FOR STARTUPS

### The benefits of Digital Marketing for startup companies

Incorporating digital marketing for startups can increase its awareness and sales. Advertising mediums like radio, print, and television have become traditional and their customer reach potential has declined considerably in this decade. Customers are switching to digital mediums to watch their favorite shows or to read news. Marketing on digital mediums has become the most effective way to reach customers and drastically increase your company's brand awareness. This specifically applies to startups, which usually have low brand awareness in their initial stages, to incorporate digital marketing in their campaigns. There are many benefits of digital marketing for startup companies, which are listed below-

- Cost-effective
- Increase sales
- Track your startup progress
- Reach
- Social Media Marketing
- Digital Public Relations

## FOR STUDENTS

The scope of digital marketing is increasing by leaps and bounds. New enterprises are focusing more on digital marketing to boost up their productivity. The recent years have seen significant growth in this realm. Higher salaries, secured job profiles and broad goals are some of the benefits of online marketing.

1. Discover the Professional in you
2. A Wide range of Career Options
3. Better Salary Package
4. Embark your own Career
5. Flexible
6. Deployment of Skills from one Company to Another
7. Exhibit Creativity



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## FOR WORKING PROFESSIONALS

**1. Growth :** As on date digital marketing industry is supposed to be the highest growing industry when compared to others. So you being a part of this industry you can grow as well. The growth rate in digital marketing industry is quite higher letting your career to boom high with it.

**2. Better Remuneration :** Not just the growth in terms of profile and designation, a digital marketing core knowledge and skill sets helps you get exceptionally good remuneration.

**3. Secured Career :** Digital marketing is never going to sleep. The demands will only increase in future and things will only get bigger and better. So a career in digital marketing industry is not only good in terms of growth and money but you also get to have a secured career.

**4. Better Opportunities :** A digital marketing knowledge will open doors for better opportunities in not only a different company but even in your current company. It is anyway obvious as you will have something that the market requires.

**5. Interesting Work Field :** You might feel that your current job has become monotonous and boring but the digital marketing industry is ever changing and offers something every single day to you to learn. So if you are someone who loves to learn new things it is the right field for you.

## FOR ENTREPRENEUR

### What Are the Main Benefits of Digital Marketing

The benefits of digital marketing are frequent and fruitful for entrepreneurs because there is more than one mode of digital marketing trends where business owners can publicize their products. You can search marketing agency to get a successful digital marketing campaign. Email marketing optimization can be helpful and for this purpose you can hire an internet marketing specialist.

### Why Digital Marketing Is Important For Entrepreneur?

- It helps in generating revenue
- Entrepreneurs can gain users' trust
- It helps in building brand recognition
- Digital marketing trends are more cost-effective
- Mobile users can also be targeted by digital marketing
- Digital marketing campaign expands the online playing field
- It gives conversion and helps entrepreneurs to measure success
- Digital marketing enables entrepreneurs to interact with audiences
- Digital marketing can offer an improved return of investments (ROI)
- Online Business Survival can be ensured by digital marketing



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# TRAINEES PLACED



**Abhishek**  
Exeprt Guidance



**Aishwarya**  
Samar  
Ramachandra  
Associates



**Amit**  
Aimil  
Pharmaceuticals  
India Ltd



**Ankit Rai**  
Couch Potato  
Productions



**Maninder Kaur**  
GNITC



**Pratiq Monga**  
IBM



**Priyank**  
D.P Media



**Rahul Jain**  
Tech Mahindra



**Ramandeep**  
Team Wraith



**Srikant**  
Lean Data  
Technologies



**Tejinder Singh**  
Accenture



**Varsha Sharma**  
Sterling Take  
Opinion Pvt

# TRAINEES FROM




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## Career Options you can choose after completion of Digital Marketing Course

DESIGNATION	EXPERIENCE	SALARY
WEB CONTENT EXECUTIVE	(0 TO 1 YEAR EXP.)	1.5 TO 3 LAKHS PER ANNUM
ONLINE REPUTATION EXECUTIVE	(1 TO 3 YEARS EXP.)	2 TO 4 LAKHS PER ANNUM
FREELANCE DIGITAL MARKETER	(2 TO 5 YEARS EXP.)	5 TO 10 LAKHS PER ANNUM
DIGITAL ACCOUNT EXECUTIVE	(3 TO 5 YEARS EXP.)	4 TO 8 LAKHS PER ANNUM
WEB ANALYTICS EXECUTIVE	(2 TO 3 YEARS EXP.)	3 TO 5 LAKHS PER ANNUM
MARKETPLACE EXECUTIVE	(0 To 1 YEARS EXP.)	2 TO 3 LAKHS PER ANNUM
ECOMMERCE SPECIALIST	(2 TO 5 YEAR EXP.)	3 TO 8 LAKHS PER ANNUM
ONLINE ADVERTISING SPECIALIST	(0 TO 1 YEAR EXP.)	4 TO 12 LAKHS PER ANNUM
DIGITAL CAMPAIGN PLANNER	(4 TO 6 YEAR EXP.)	5 TO 12 LAKHS PER ANNUM
SOCIAL MEDIA MARKETER	(0 TO 1 YEAR EXP.)	1.5 TO 3 LAKHS PER ANNUM
ADWORDS SPECIALIST	(2 TO 5 YEAR EXP.)	3 TO 10 LAKHS PER ANNUM
EMAIL. MARKETER	(0 TO 1 YEAR EXP.)	1.5 TO 2.5 LAKHS PER ANNUM
AFFILIATE MARKETER	(0 TO 1 YEAR EXP.)	1.5 TO 10 LAKHS PER ANNUM
SEO EXECUTIVE	(0 TO 1 YEAR EXP.)	1.5 TO 3 LAKHS PER ANNUM



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**Piyush Vashith**

Expert Training Institute is Par Excellence in Training Digital Marketing, as the tag line says truly they provide "Training beyond Your Expectations".



**Shailja Jain**

Good value for Money, still only few days to complete my Digital Marketing Training from #Experttraininginstitute.



**Mohit Malik**

"GOOD INSTITUTE WITH BEST FACULTY". Yes, that's true. Expert Training Institute is good institute for digital marketing course.



**Varun Malik**

Its a perfect organisation to learn Digital Marketing. You will learn lot of concepts apart from normal course also. You have lot of options in this, we can select whats our passion is and move forward in this.

**Megha Mathur**

Before learning Digital Marketing in Expert Training Institute I went to some institutes where they teach Digital Marketing but I am not satisfied because they won't teach the whole syllabus



**Priyank Bhushan**

I have enjoyed the classes as they were interactive enough. Some heartfelt thanks to trainer Udit Khanna for his patience with any question.



**Amogh Gulati**

I have got great experience of Digital marketing through ETI. I got regular emails and notes. Every module provides me a new platform.



**Mahir Seghal**

Great support throughout the training. All the staff was exceptionally good and helpful.



**Tushar Singh**

Expert Training Institute is one of the best institutes to learn Digital Marketing. The subjects are taught in-depth with an excellent teaching style.



**Nishant Jain**

I learn here different ways to start my own business with great strategy. Thanks ETI, Thanks Udit Khanna



**Sonu Raina**

Wonder journey with great learning! Got a good exposure at the best digital marketing institute...



**Raman Thakur**

Excellent training, excellent teaching skills in detailed manner. Highly recommended for those who are looking to learn complete digital marketing.

## 10000+ HAPPY TRAINEES



**Pankaj Dhingra**

It Was An Awesome Experience Learning From ETI. All Members Of ETI Are Very Helpful In Every Aspect And Really Got To Understand In Depth Knowledge Of Each Module.



**Sarabjeet Singh**

ETI is an excellent institute for understanding and making career in digital marketing. The way of teaching at ETI is very comfortable and enjoyable at the same time. It also guided me the path to make my career in digital marketing.



**Neha Gupta**

My experience with ETI, is an incredible one. Being an entrepreneur learning digital marketing from Expert Training Institute enhances my knowledge and skill to compete in the market, on a digital platform. It helps me to create my online presence. Must recommend for everyone.



**Saddam Idrishi**

Udit Sir Is very good. It was an awesome experience by learning SEO, I recommend the institute.



**Surya Bhan**

I found this institute very supportive and faculty is very Good I must say that everybody should join ETI without any doubt...



**Saksham Dhingra**

I must suggest you to go to Expert Training Institute for Digital Marketing course. Flexible batches, Good environment. Faculty is good and supportive.



**Aasis Gandhi**

Had an amazing experience learning at Expert Training Institute. Sir has advance knowledge about the course and is quick in handling queries. Had a professional training, giving my career a new height.



**Varsha Sharma**

I had tried attending demo and counselling at multiple institutes before and selected Expert Training Institute as it is one the best out of the lot Excellent study materials, in time and useful assignments.



**Divyansh malik**

Happy to have been guided by Mr. Udit, a master in the subject of Digital Marketing. The knowledge that he shares through his training courses are kind of live and in sync with the changes that keep happening in the webspace. And above all, the saying - Practice what you preach, is being followed by his academy



**Rahul Arora**

It's a perfect place to get trained in digital marketing... As they gave theoretical n practical knowledge in perfect blend all the faculties are always there to help. Internship is cherry on top.



**Rohit Tyagi**

My friend suggested me to join in this institute. That time he said one thing to me is "GOOD INSTITUTE WITH BEST FACULTY". Yes, that's true. Expert Training Institute is good institute for digital marketing course.



**Ikshith Chhabra**

Its a perfect organisation to learn Digital Marketing. You will learn lot of concepts apart from normal course also. You have lot of options in this, we can select whats our passion is and move forward in this. Regular support is provided by them whenever wherever you are stuck.



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you started straight away”

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