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Search Engine Optimization (SEO)

DURATION : 2 MONTHS

Mindscares Technologies

**Off # 01 , Mezzanine Floor, Park View AptNear Usmania
Resturant,13 A, Gulshan-e -Iqbal Karachi, Pakistan. |**

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Search Engine Optimization (SEO)

Search Engine Optimization Training is the process of bringing your website/blog on top of the search results in Organic or Natural Search listings.

SEO training course in Karachi is all about attracting the right customers at the right time in search engines like Google, Bing. Search is the first place people go to buy, research or network.



This SEO Training covers Basic Guidelines and Best Practices of Search Engines, How Search Engines Work Today. How to build a site keeping visitors in mind. SEO Strategies including On Page Optimization, Off Page Optimization, Relationship building. Search Engine Penalties. Tools to optimize, Keyword Research, Website Structural Analysis, Competition Analysis, and SEO Project Management.

Mindscares Technologies is the only SEO Institute in Karachi that has produced a practical, globally relevant Search Engine Optimization (SEO) Training

course in Karachi. We believe we give the most comprehensive SEO Training in Karachi.

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Who should attend this SEO Training ?

Online marketers, In-house SEO's, web marketing agencies, consultants who are looking for ways to enhance and improve website visibility in the natural search engine listings.

- Students
- Small Business Owners/Entrepreneurs
- Copywriters and Content Writers
- Marketing Consultants
- PR Professionals
- Online Marketers
- Marketing Executives
- Web Developers
- Product Managers and Brand Managers
- IT Programmer
- Online Digital Marketing professionals

How will you benefit from this SEO Training ?

Mindscares Technologies SEO classes will develop your skills of digital Marketing and SEO. This SEO Training course will give you a definitive edge in the competitive marketplace in Karachi. Upon completion, you will have the ability to think and function like an online marketer in the workplace.

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Why choose SEO Training in Karachi from Mindscapes Technologies?

Every training institute justifies themselves to be the best SEO Training Institute. Ours also has some points to justify. Here are some points to choose us:

- Our SEO training in Karachi is unique and is one of the best Institute of Search Engine Optimization in Pakistan.
- Our trainers are highly experienced. When we say highly experienced it means our trainers have all kind of knowledge and experience like content development, content writing, website conceptualize, SEO, SMO, landing page, squeeze page and other relevant domains.
- Lifetime support. Why lifetime? We know sometime down the line some of you might start your own venture. That time you may need our help.

Course contents of Search Engine Optimization Training

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- **Module One: An Introduction to Search /Search Engine Optimization**
 - Introduction to Search Engine Optimization
 - Introduction SEM
 - Search Engine Optimization Terms Defined
- **Module Two: Making Site Accessible to Search Engines**
 - Build a Website
 - Domain & Hosting
 - FTP & cPanel
- **Module Three: Keywords and Content**
 - What is Meta Tags
 - Choose Keywords
 - Use Keyword Tool
 - Webmaster Tools
 - Submit Website S.E
 - Use Search Engine Optimization Software
- **Module Four: Advanced Content Optimization Strategies**
 - On-Page Search Engine Optimization Tips
 - On-Site Tutorial *On-Page Search Engine Optimization Tools
 - Off-Page Search Engine Optimization Tips

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- Off-Page Search Engine Optimization Work
 - Off-Page Search Engine Optimization Tools
-
- **Module Five: Building Links (Authority and Relevance)**
 - What is Backlinks
 - Black Hat SEO
 - Google Algorithm
 - **Module Six: Managing SEO**
 - Get Website Traffic
 - Social Network
 - Video Marketing

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Duration

2 Months

Schedule

2 Days a Week

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