

You can get real RELIABILITY, PERFORMANCE and **EFFECTIVE RESULTS**

Our team spent many years searching for new ideas,
studying hundreds of different kinds of business,
and finding new effective solutions.



Course Outline

Search Engine Optimization
&
Social Media Marketing

For Professionals

Who Can Participate?

- Anyone can join who has the interest to get into the web marketing profession.

Prerequisite:

- Technical Skill: Must have the fluent operating skill of Computer
- Must have the skill to use internet
- A little or basic knowledge on SEO would be fine but not necessary
- Academic: SSC or Equivalent Certificate

Key features of “Prime IT Ltd.”:

- Training by Certified and Experienced Trainers.
- Industrial and Corporate Tie-ups for Live projects for student.
- Well equipped Computer Lab, Internet and Book Bank facility.
- Live project based Trainings & Internships.
- WI-FI enabled classrooms.
- Certificate will be provided after training.

Course Duration:

- Total Class = 32
- Per Class = 2 hours
- Total Time = 64 hours
- Duration = 3 months
- Course Fee = 10,000 BDT Only

Nothing Is Difficult to Drive, If You Are Skilled...
...We will make you SKILLED for OUTSOURCING.

Course Outline – SEO & SMM

<p>Lecture -1 : Discussion on Search Engine Optimization (SEO):</p> <ul style="list-style-type: none"> • What is Search Engine Optimization (SEO)? • Why does my website need SEO? • Why can't the search engines figure out my site without SEO? • Can I do SEO for myself? • How search engines work • Crawlers, robots, spiders • Algorithms • Search engine indexing • Ranking • Website architecture • Static pages • Dynamic pages 	<p>Lecture – 2 & 3: Keyword Research:</p> <ul style="list-style-type: none"> • Keyword Research and Selection • Optimize Keywords in Anchor Text • Optimize Your Keyword Density • Keyword Density calculation formula and checking tool • Text Modifiers to Emphasize Your Keywords • Discussion on LSI Keywords • Keyword Research Tips & Ideas • Using Google Insights for Search and Google Trends for Keyword Research • Practical class using different Keyword research tools.
<p>Lecture – 4, 5 & 6 : Making your blog site: WordPress platform will be used:</p> <ul style="list-style-type: none"> • Things to know before making a blog <ul style="list-style-type: none"> • Your Target Audience • Planning • Maintenance • Networking • Branding • How to make a blog using WordPress • Keyword Research & Analysis using tools • Identifying and building your initial keyword list • SEO Friendly Domain Selection Process • SEO Friendly Hosting Selection Porcess • Website planning & Site Structure • Competitor analysis (practical class) <p style="color: red;">Rich people believe "I create my life." Poor people believe "Life happens to me."</p>	<p>Lecture – 7 & 8: On-Page Optimization:</p> <ul style="list-style-type: none"> • Title : <ul style="list-style-type: none"> • Optimize Keywords in Title Tag • Meta Description: <ul style="list-style-type: none"> • Meta Tag Checker • Optimize Keywords in Description Meta Tag • Meta Keywords • H1-H3 Tags <ul style="list-style-type: none"> • Optimize Keywords in Heading Tags • Image ALT tag : <ul style="list-style-type: none"> • Optimize Image ALT tag • Internal Links • URL Structure: <ul style="list-style-type: none"> • Search Engine friendly URL optimization • Optimize Keywords in URL • 301 + 302 redirects • Broken links
<p>Lecture -9 & 10 : Off-Page Optimization:</p> <ul style="list-style-type: none"> • White hat, Black hat and gray hat SEO techniques, • Directory submission, • RSS Submission, • Social Bookmarking , • Social Networking Sites. 	<p>Lecture -11 & 12:</p> <ul style="list-style-type: none"> • Guest Posting , • Forum Posting , • Comment Posting , • Article Submission, <p style="color: red;">“Don't aim for success if you want it; just do what you love and believe in, and it will come naturally.”</p> <p style="color: green; text-align: right;">- David Frost</p>

<p>Lecture-13 & 14:</p> <ul style="list-style-type: none"> • Search Engine Submission, • Sitemap Submission, • The concept of Dofollow/ Nofollow Backlinks • Tiered link building process, • Link wheel, • Webmaster tool, • Analytics tool. 	<p>Lecture-15: Content Optimization:</p> <ul style="list-style-type: none"> • Setting up optimized Blog Post Title • Word limit for an optimized Blog Post? • Content Siloing • Reducing Bounce Rate of Your Blog
<p>Lecture-16: Tools, Add-On's & Extensions: Discussion on different SEO Tools:</p> <ul style="list-style-type: none"> • Backlink checker tools, techniques and counts • Checking the Backlink of a site/link • Internet Business Promoter (IBP) • Stat Counter • SEO Power Suite (Rank Tracker, Link Assistant, SEO Spy Glass, Web Site Auditor) 	<p>Lecture-17: Social Media Marketing</p> <ul style="list-style-type: none"> • Facebook Marketing <ul style="list-style-type: none"> - Creating Facebook Fan Page - Design an Effective Page and Group - Increase Real members and Fans (Tricks) - Post Effective Post in Page and Group - How To Setup Ads Campaign - How to Run Effective Campaign - ROI Analysis
<p>Lecture-18: Social Media Marketing</p> <ul style="list-style-type: none"> • Twitter <ul style="list-style-type: none"> - Creating a Twitter Page - Marketing Techniques in Twitter - Increase Real Followers • Google+ <ul style="list-style-type: none"> - Creating a Google+ Account - Marketing Tips for Google+ - Increase Real Members 	<p>Lecture-19: Social Media Marketing</p> <ul style="list-style-type: none"> • LinkedIn <ul style="list-style-type: none"> - Create a Eye catching Account - Build Effective Network - Client Hunting Tips from LinkedIn • YouTube <ul style="list-style-type: none"> - Create YouTube Chanel - YouTube Marketing techniques - Increase Subscribers
<p>Lecture-20: Discussion on Backlinks :</p> <ul style="list-style-type: none"> • Backlink age • Backlink authority • Backlink popularity • How to get high quality backlinks <p>Search Engine Ranking Factors:</p> <ul style="list-style-type: none"> • Different SEO Ranking factors will be discussed in more details. 	<p>Lecture-21 & 22:</p> <ul style="list-style-type: none"> • Google Panda & Penguin Update and recovery tips • Creating an txt, xml sitemaps • Sitemap Generation Tools • URL Rewrite Techniques • Using Robot.txt • Malware Removal Guidelines <p>Lecture-23: Open SEO & SMM Discussion and Solve Class</p>

"All our dreams can come true if we have the courage to pursue them." - Walt Disney

Freelance Outsourcing

<p>Lecture - 24 :Overall idea about freelance outsourcing</p> <ul style="list-style-type: none"> • What is Freelancing? • What is Outsourcing? • Online Freelance Marketplaces. • Idea about payment systems. • Types of Freelancing work. • Email Marketing Related Works in Online. 	<p>Lecture-25 & 26: Payment systems from Freelancing Sites:</p> <ol style="list-style-type: none"> a. Payoneer Master Card <ul style="list-style-type: none"> ▪ Apply for a free MasterCard ▪ How to use Payoneer MasterCard ▪ Where Can use MasterCard ▪ Maintenances of MasterCard b. Moneybookers <ul style="list-style-type: none"> ▪ How to use MB. c. Direct Bank Wire Transfer.
<p>Lecture – 27 & 28: Marketplace oDesk</p> <ul style="list-style-type: none"> • Creating an effective profile. • Making an eye catching profile and portfolio. • Types of SEO & SMM related task. • How to write a professional proposal. • What should do and do not for jobs. • How to withdraw money from oDesk . 	<p>Lecture -29, 30, 31 & 32: Elance, Freelancer, PPH & Fiverr</p> <ul style="list-style-type: none"> • Creating Account for Elance, Freelancer, PPH & Fiverr • Creating professional profile. • Exams for Elance & Freelancer.com. • How to write a professional proposal/hourlie/gigs • How to verify Phone and NID/DL/PP. • What should do and do not for job. • How to withdraw money from Elance, Freelancer, PPH & Fiverr.

Build Your Career As a FREELANCER Be Your Own BOSS...