



## Training Program

# Search Engine Optimization (SEO) Training



**1.2 Million**  
Learners



**1-1 Personalized**  
Mentorship



**60% Average**  
Salary Hike

# About Program



## Learning Format

Online / Offline



## Trainer

Industry Professionals



## Career Services

By Croma Campus

Our course content has been specifically designed to turn you into a skilled professional in this industry. As a part of your certification training, you will receive enough study material and recorded video sessions that will help you cover all the latest trends and features in this course. The training session will comprise important sections, features, advantages, and scope of the technology in the coming years. Moreover, our qualified trainers will help you imbibe all the required skills, and information in a much better manner to help you in you becoming an expert in this technology. Post the completion of your course, you will receive a training certificate recognized world-wide.

## What Make Us Tick



### Career-oriented Sessions

Attend 25+ career-oriented sessions by industry mentors and prepare your career trajectory



### Mock Interview Preparation

Prepare with mock interviews including most asked questions by top employers



### Dedicated Job Portal Access

Get exclusive access to 100s of job postings per month on Croma Campus Intellipaat's job portal



### Profile Building

Craft a resume and LinkedIn profile and make an impression on top employers



### 1:1 Mentoring Sessions

Get 1:1 guidance at every step in your career transition to respective Technology



### Guaranteed interviews

Get job interviews with 400+ hiring partners including promising startups and top MNCs

# Search Engine Optimization (SEO) Training Curriculum

## ✓ Introduction to SEO

- What is Search Engine Optimization?
- Indexing & Crawling Basics
- Optimizing Crawl Budget

## ✓ Organic Search vs. Paid Search Results

- Anatomy of a Search Result (Search Snippet)
- What is On-page SEO (Content, Architecture, HTML)?
- What is Off-page SEO/Link Building (Social, Content-based, PR)?

## ✓ Keyword Research

- Finding Seed Keywords: Mind Map for Keyword Research
- Using Wikipedia, Forums for Keyword Research
- Keyword Research Process – Identify Seed Keywords, Collect Metrics, Map Keywords
- Google Keyword Planner Tool

## ✓ On-page SEO

- On-page SEO Elements
- Crawling: XML, HTML Sitemaps, Robots.txt
- Content Clusters (Creating SEO-based content)
- Negative on-page to avoid

## ✓ Technical SEO

- URL Architecture
- Page Speed Analysis (GTMetrix / YSlow / Google Page Speed Insights)
- 301 Redirects

## ✓ Mobile SEO

- Mobile Websites: Responsive, Adaptive, Dynamic
- Optimising for Voice Search
- Schema markup
- What is Schema & Why is it relevant to SEO.
- Schema Types – Micro, JSON-LD
- Common JSON Schema Tags – Organisation, Website, Blog Posting
- How Schema shows up in SERPs?

## ✓ Off-Page SEO

- Evaluate Backlink Profile
- Check Competitors' Backlink Profiles

- Improve Internal Linking
- Fix 404 Errors

## ✓ Link Building

- What is Link Building
- Link Building Tactics
- Manual Link Building Process
- Link Building Metrics

## ✓ Social SEO

- Quora
- YouTube Video SEO
- SlideShare, Scribd and other Social Channels for SEO

## ✓ Local SEO

- What is Local SEO, Pigeon Update
- Google My Business, Bing Places
- Local Pages on your website
- Local Listings/Citations
- Backlink audit of one website
- How to audit backlinks of competitors and gain insights?

## ✓ SEO Audit, Tools, Measurement

- SEO Audits
- Different Types of SEO Audits
- Complete SEO Audit with Checklist – Screaming Frog SEO Spider, SEMRush Backlink Audit, Page
- Speed Audit with GTMetrix / Google Page Speed Insights, Mobile Site Audit
- Google Search Console

## ✓ Algorithm Updates

- History of Google Algorithms
- Panda, Penguin, Pigeon, Caffeine updates
- Rank Brain and the Future of SEO

## ✓ Measurement with Google Analytics

- Basics of Google Analytics
- SEO Metrics to Measure – On-page, Off-page, Technical
- SEO Reporting

- Improve Internal Linking
- Fix 404 Errors

## ✔ Google AdSense

- What Is Google AdSense?
- Difference between Google AdWords vs Google Analytics
- How much minimum traffic i need for Google AdSense approval?
- Which sizes for AdSense is very effective?
- How to create google AdSense account
- Different types of Ad unit
- Plugin for AdSense integration
- AdSense Reports Study
- Difference between Google AdSense vs Affiliate Marketing?
- What is CPC?
- Easy steps for Google AdSense

# e-Learning through LMS

## Learning Management System

Our LMS (LearnPitch) is for the administration, documentation, tracking, reporting, automation, and delivery of educational courses, training programs, or learning and development programs.

Our LMS has been designed to identify training and learning gaps, using analytical data and reporting to keep you up with the class activities.

## Key Features Learning Management System



Live Sessions with Class recordings



Get study material with Assignments.



Track your curriculum covered.



Track your class wise attendance



Share your feedback for Trainer & Training



Get your Training Certificate from LMS



# Training **Certification**

## Earn Your **Certificate**

Your certificate and skills are vital to the extent of jump-starting your career and giving you a chance to compete in a global space.



# Croma Campus! Reviews



"The most rewarding part of my experience has been achieving a prestigious certification in the subject that I love. Moreover, the training offered out by the specialists are of world-class and prepares out the students for corporate world. For me Croma Campus means a lot."

*"By The Students For The Students,,*

## Your Success Is **Our Story**



**Bharat**

"I am fully satisfied with the excellent training services received by the expert staff at Croma Campus. I want to thank Croma Campus for providing me with the most innovative and affordable training services for learning all the software testing procedures and guidelines. "



**Ankit**

"It was a lifetime experience for me to get trained by IT Experts of Croma Campus. What I liked most about the training was the consistent high-quality education, which was friendly and co-active. The placement department was also proactive, they keep me updated regarding new job opportunities and provide the grooming session to crack the interview. At last, I would like to thank all faculty members of Croma Campus for their immense help and support. "



**Nitesh**

"Without any second thought, I will give Croma Campus 10/10. Their placement department is highly proactive. I remember they started scheduling interviews for me from the very next day when I told them my course has been completed. These people are doing a phenomenal job and I highly recommend Croma Campus to everyone. "



**Shams Khan**

"Croma Campus is doing a phenomenal job in the IT training industry. The reason why I decided to join their training program was that they provide quality training at very a nominal price. Plus, the online training mode was also a factor due to which I decided to join the training program of Croma Campus as I didn't want to attend physical classes. "



# Meet Our Team



## Sales Team

Our Sales team is highly passionate, emphatic, positive attitude, great listening skills, ability to deliver quick solutions, and they are multitasker too. Our team always remains up-to-date about all the latest technologies and market trends. With effective communication skills, they always work to deliver the right information to customers when it is needed.



## Product Team

Our product team is highly functional and collaborative working together to achieve the common outcome of designing exceptional digital experiences. Each of our members is a contributor to help us achieve success in long-run. Sitting at the high-end of technology and innovation, team helps to deliver high-end customer experiences and always comes out with a big idea as a game-changing plan.



## Marketing Team

Our Marketing team works as gladiators and helps us to achieve business success in all possible ways. They are included in almost everything either it is building a brand, creating brand awareness, promoting products or services, delivering trailblazing customer experiences or increasing engagement at public forums. They are the true backbone of the Company.



## Content Team

Our content team is responsible for ideation, creation, optimization, and distribution of content throughout the company. The team always starts its work with a strategy, how to create high-quality contents, and how to promote or share the content. Our in-house content team help us to produce all types of contents either they are educational content pieces, marketing content, SEO content, or any other forms too.



## Customer Access Team

This is the team that has actually been taken up us from reactive state to a pro-active state. The team utilizes high-valued solutions to satisfy customers in all possible ways. It is truly said that no company can succeed if your customers are not satisfied. And our customer success team is dedicatedly working to keep all the customers satisfied and we always consider our customer feedback on priority.



## HR Team

Our HR team is committed to provide high-end solutions to employees as they require. Our HR team has the right skills and knowledge to make sure that the HR department can always be legally and strategically successful. They know how to keep employees motivated all the time with the best HR policies and fun activities too from time to time.



# Glimpse Of Our Office

## Look **Who We are**

Our office's infrastructure comprises all the necessary software and network resources that are required to deliver IT & Design, Human Resources, Digital Marketing, and training services.

We are well-equipped with bright designed work bays for employees and managers having separate cabins with spacious cafeteria and training classrooms.



# About Croma Campus

“ Our Mission is to Build Nation through Education & Beyond Limitation. ”

Croma Campus Training & Development Private Limited is an education platform providing rigorous industry-relevant programs designed and delivered in collaboration with world-class faculty, industry & Infrastructure. In the past 12 years we have trained 18000+ candidates and out of which we are able to place 12000+ professionals in various industries successfully.

We Are  
Affiliated  
With Different  
Partners



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