Join Best SEO Training in Gurgaon, SEO Course in Gurgaon, SEO Institute in Gurgaon

ADCO delivers an in-depth **best SEO training in gurgaon**. Students having SEO certification are able to secure a quick job in an MNC. Participants need to enroll in a best SEO training institute in gurgaon to attain the skills involved in the technology. Our core strength is our trainers, who are expert professionals and veteran from the industry. At SEO institute in gurgaon, our trainers have developed practical modules combining the syllabus (industry compliance). During the **SEO course in gurgaon**, trainers create realistic situation using simulators and devices.

SEO training classes students are asked to take decision concerning to troubleshooting or managing the technology without interrupting the running business operations. Join the best SEO training in gurgaon provided by ADCO Gurgaon which equip participants with thorough information, knowledge and experience on the subject.

At ADCO, we consider students as our responsibility. Our values inspire us to provide students a comprehensive SEO training so that they achieve their career goals confidently. To do that, we have setup a laboratory in accordance to industry standards that comprises of latest devices, applications and softwares. Our whole building is equipped with Wi-Fi facility, latest I.T infrastructure, and smart classroom facilities.

Our responsibility does not end after completion of SEO course and certification. We provide SEO training course with placement solution to the students. Our placement team schedule placement drives and also conducts interview in different MNCs. Already, we have kept a moderate SEO course fee to support students coming from all sections of the society. Further, students find the SEO training course duration flexible. SEO course time is scheduled according to the student's requirements.

ADCO Gurgaon SEO is all about practical and practice; our classes include theory and practical exposure for the students in learning. Join the best SEO training in gurgaon provided by ADCO Gurgaon to avail quick SEO coaching, moderate course fee, and placement after Ab initio course.

The SEO syllabus includes for SEO course module on real time projects along with placement assistance. SEO topics covered are Overview of Search Engine Optimization, What is search engine optimization (SEO)?, Keywords: The Foundation of SEO, Content Optimization: Technical SEO, Long-Term Content Planning, Link Building Basics, Building Links & Many more. Check the duration, course content and syllabus given below.

SEO Course Fee and Duration			
Track	Regular Track	Weekend Track	Fast Track
Course Duration	45 - 60 Days	8 Weekends	5 Days
Hours	2 hours a day	3 hours a day	6+ hours a day
Training Mode	Live Classroom	Live Classroom	Live Classroom

SEO training course content and Syllabus in Gurgaon

SEO Course Content

Overview of Search Engine Optimization:

- What is search engine optimization (SEO)?
- Reading a search engine results page
- How SEO affects your business
- Setting SEO expectations

Keywords: The Foundation of SEO:

- Why you need a keyword research plan
- How to research keywords
- Tools to help you analyze keyword
- Understanding keyword attributes
- Understanding keyword distribution
- Ongoing keyword evaluation

Content Optimization: How Search Engines and People View Web Pages:

- Understanding content optimization
- Optimizing for site structure
- Recognizing different types of content
- Optimizing textual page elements
- Optimizing non-text components of a web page
- Analyzing content quality
- Exploring the benefits of user-generated content

Content Optimization: Technical SEO:

- Interpreting the code behind web pages
- Understanding how search engines index content
- Working with canonical URLs and redirects
- Leveraging microformats
- Working with server-side factors
- Using Google Webmaster Tools
- Using Bing Webmaster Tools

Long-Term Content Planning:

- Overview of long-term content strategizing
- Planning a successful content strategy and avoiding common mistakes
- Defining your audience, topics, angle, and style
- Understanding different types of content
- Getting ideas for content
- Working with an editorial calendar
- Promoting your content with social media
- Measuring content performance

Link Building Basics:

- Understanding the importance of links
- How the search engine killed the web directory
- How link analysis revolutionized web search
- Exploring the anatomy of a link
- Not just PageRank: Understanding what links do for your site
- Explaining Google PageRank
- Looking at PageRank in practice
- Exploring keywords and Google bombs
- The perfect link
- Dealing with problem links
- Analyzing links

Building Links:

- Exploring the two types of links
- Building internal links
- Building external links
- Grabbing low-hanging fruit
- Fostering a "think links" mentality
- Working with "local" pages and directory links
- Reciprocal linking: Is it worth the trouble?
- Creating press releases
- Working with article syndication
- Working with bloggers
- Creating link bait
- Examining social networking links
- Getting more links
- Working with linking software
- Exploring Penguin: The new link approach from Google

The Link Game:

- Buying links: Pros and cons
- When is paying for links buying links?
- Finding link services
- Understanding linking jargon
- Finding link-building opportunities
- Questions to ask
- Executing a link-building strategy

Measuring SEO Effectiveness:

- Measuring SEO performance
- Analyzing keywords
- Analyzing links
- Analyzing the impact of social media

SEO for Ecommerce:

- Understanding SEO and ecommerce

- Working with semantic HTML
- The technical components of ecommerce
- Exploring ecommerce information architecture
- Producing ecommerce content
- Leveraging link building and social media for ecommerce
- Adapting ecommerce websites for international audiences

Local Search:

- Understanding local search
- Understanding Google+ Local
- Setting up and optimizing Google+ Local
- Getting more citations
- Getting more reviews for your business
- Optimizing your website for local search
- The future of local search

International SEO:

- Understanding cultural aspects of international SEO
- Optimizing technical content for international audiences
- Optimizing translated and localized content
- Building links for an international audience
- Analyzing and measuring an international SEO campaign
- Avoiding pitfalls with international SEO
- Determining your next steps

Top Reasons to Choose ADCO for SEO Training in Gurgaon

- Our **SEO training in gurgaon** adheres to international industry standards.
- We facilitate students with modern I.T infrastructure and learning environment during the **SEO training in gurgaon**.
- Trainers in **SEO training** classes combine the self-developed practice session module with current syllabus.
- Being responsible, we provide students **SEO course** with placement assistance.
- SEO training in gurgaon is conducted during weekdays and weekends as per participant's needs.
- Our SEO trainers are analysts, researchers, consultants and managers possessing a decade experience in coaching SEO course in gurgaon.
- Ultra-modern I.T laboratory equipped with latest infrastructure.
- Our lab is opened 365 days in a year. Students are facilitated with online mentoring during practice sessions.
- SEO training classrooms are equipped with projectors, live racks, Wi-Fi, and digital pads.
- We facilitate students with glass-door study room and discussion zone area (meeting room).
- No cost training sessions are conducted on personality development, spoken English, group discussion, and mock interview to sharpen the presentation skills.
- No cost SEO training course materials are provided.
- Study materials include books, and soft copies of tutorials in the form of PDFs, sample papers, technical and HR interview questions.
- We also provide hostel facility at Rs.4,500/- a month.
- Our certificates are globally recognized provided after completion of course.

- We facilitate students with Extra Time Slots (E.T.S) for doing unlimited practical at no cost..
- According to the requirements, students can retake the class at no cost.
- To enhance knowledge of the students, the complex technical concepts are imparted through easy coaching.
- We accept master and visa cards (Debit & Credit), also payment mode cash, cheque, and Net Banking available.

ADCO Trainer's Profile for SEO Training in Gurgaon

ADCO'S SEO Trainers are:

- Our trainers are subject specialist who have mastered on SEO technology.
- Our trainers are have received excellence awards for their dedicated SEO training and coaching.
- Our trainers are researchers, consultant, and analysts working as an employee in HCL Technologies, Birla-soft, TCS, IBM, Sapient, Agilent Technologies, and so on.
- Our trainers are single, double and triple certified professionals in the subject.
- Our trainers have regular coordination with MNCs HR team on daily basis.

Placement Assistance after SEO Training in Gurgaon

ADCO'S Placement Assistance

- ADCO's Gurgaon division having successful 96% placement rate.
- ADCO's SEO training centre in Gurgaon assist students in writing their resume meeting the current industry needs.
- ADCO's SEO training institute in Gurgaon sharpens students' interview skills, provide session on personality development, spoken English, group discussion, mock interview, and presentation.
- ADCO, the best SEO training institute in Gurgaon assists students in securing placement in top IT firms such as HCL, TCS, Infosys, Wipro, Accenture, etc., confidently.