MICROTEK
LEARNING

Redefine The Skills With

SEO, GA4, & WordPress

We Transform Your Career By Empowering Your Skills.

Start

About the Program

Our Search Engine Optimization (SEO) course will transform you into a full-stack SEO professional driving sustained growth in your website's most critical marketing channel. You will master the many facets of SEO like keyword research, technical SEO, link building, analytics, and much more with this SEO training course.

Google Analytics 4 provides nonprofits with powerful options for understanding and targeting website audiences. While traditional Google Analytics was built on a measurement model that counted sessions and page views, Analytics 4 is built on a model that measures events, which are a wide array of user interactions with your site or integrated apps. The promise of this new tool is exciting, but it's easy to be overwhelmed.

Our WordPress training course helps you master the top web content management tool, WordPress. We provide the best online classes to help you learn WordPress installation, configuration, setup, creation of content, managing with WordPress Plugin and deploying website multimedia, customization and security. You will also work on real-world projects.

info@microteklearning.com

Key Features

Hands-on training on industry tools to make you job-ready	**01**
02	Job assistance, career mentoring, & job portal access
The complete suite covered	**03**
04	Global practitioners and industry experts as trainers
24/7 Support & Doubt Clearing Sessions	**05**
06	Real-time Project Use Cases & Assessment Quiz

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Hiring Companies

amazon

Deloitte.

Microsoft

Linked in

DELL

WELLS FARGO

Godrej

EY Building a better working world

vodafone

accenture

Johnson&Johnson

BARCLAYS

Career Support

➢ Microtek Learning 3 months internship.

➢ Resume-building assistance to create a powerful resume.

➢ Communication & Email Writing Skills Assistance.

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Curriculum

- ✓ Introduction To Search Engines
- ✓ Understanding Different Types of Search Engines
- ✓ How Do Search Engines Work?
- ✓ Understanding Search Algorithm
- ✓ Understanding Different types of SERPs results
- ✓ What is SEO (Search Engine Optimization)?
- ✓ Why Is SEO Important for Websites?
- ✓ Keyword Research Tools
- ✓ Competitor Analysis, Audit Competitors Website SEO

On-Page SEO:
- ✓ What is On-Page Optimization (SEO)
- ✓ Keyword Research (Understanding Searcher Behaviour)
- ✓ Understanding the Intent of Keywords
- ✓ Types of Keywords
- ✓ Keyword Research Tools
- ✓ Understanding how to choose perfect keywords for your website (Niche related)
- ✓ Keyword Density & Placement
- ✓ Understanding Website Structure for SEO
- ✓ Website Audit & Initial Analysis
- ✓ How to write SEO-friendly content
- ✓ How to implement On-Page SEO with different plugins
- ✓ On-Page SEO checklist
- ✓ How to connect SEO audit tools with website
- ✓ Work on the SEO metrics for the improvements
- ✓ How to Audit On-Page SEO
- ✓ Heading Tag Analysis & Optimization
- ✓ Anchor Text Optimization
- ✓ Internal Linking, External Linking, Inbound Links, Outbound Links
- ✓ On-page SEO Strategies & Roadmap
- ✓ What is Schema Markup?
- ✓ Types of Schemas
- ✓ Implement Schema on WordPress through Plugin
- ✓ How to generate Schema Markup for custom-coded websites
- ✓ What are site links?

- ✓ What are Featured Snippets?
- ✓ What are Rich Snippets?
- ✓ Tools to Audit SEO
- ✓ Competition Analysis (SEO point of view)

Off-Page SEO:
- ✓ What are Backlinks
- ✓ Understanding different types of Backlinks
- ✓ What are No-follow & Do-follow Backlinks
- ✓ Finding Link Building Opportunity
- ✓ How to create Do-follow backlinks
- ✓ Local Business Listing
- ✓ Guest Posting
- ✓ Classified Submission
- ✓ Blog Commenting
- ✓ Business Directory Submission
- ✓ Social Bookmarking
- ✓ Article Submission
- ✓ Images & Video Submission for Link
- ✓ Forum Posting and Its Importance
- ✓ Off-Page SEO Auditing Tools
- ✓ Question & Answer Link Building
- ✓ Social Media in SEO & and Its Importance
- ✓ Review Submission Websites
- ✓ Off-Page Activity Management Sheet & Tools

Technical SEO:
- ✓ Technical SEO Checklist
- ✓ Different Tools for Technical SEO Auditing
- ✓ Connect Google Search Console
- ✓ Website Speed Analysis
- ✓ Check Website Structure
- ✓ URL Inspection for Crawling & Indexing Issue
- ✓ Check Mobile Friendliness and usability
- ✓ Analyze Use Experience
- ✓ Work on Canonicalization
- ✓ Sitemaps, Robots.txt files
- ✓ Redirects, Core Web Vitals
- ✓ URL Inspection
- ✓ Breadcrumb Menus
- ✓ SSL & HTTPS Issue
- ✓ Schedule a regular site audit
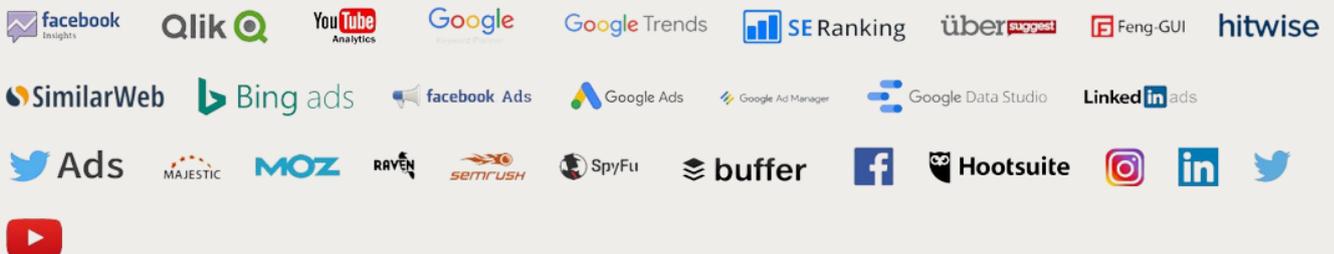
GOOGLE ANALYTICS-4 (GA-4)

- ✓ How to create UA/GA4 Account and add Properties
- ✓ How to connect it with WordPress or Custom Coded Website
- ✓ Account optimization
- ✓ Dashboard Overview
- ✓ How to Create Custom Events and Conversions
- ✓ How to create Google Analytics Audience
- ✓ Funnel creation
- ✓ In- depth knowledge of: Acquisition, Engagement, Monetization
- ✓ In depth analysis of "Explore" to create Funnel Exploration, Path Exploration, Segment Overlap
- ✓ Create Landing Page Reports
- ✓ Real time reports Analysis
- ✓ Traffic, sessions, Engagement duration, Bounce rate Analysis
- ✓ Export Reports and deep Analysis
- ✓ Performance Improvement Key points

WEBSITE DEVELOPMENT THROUGH WORDPRESS

- ✓ What is a Website?
- ✓ Types of Website & Portals
- ✓ Prerequisites & Cost to Create a Website
- ✓ Understanding Domain, Server, HTTPS and other Technical terms
- ✓ Purchasing a Hosting Server and configuring with Domain
- ✓ What is WordPress CMS?
- ✓ Why is WordPress so Popular CMS?
- ✓ Installing WordPress Website CMS on the Server
- ✓ WordPress Dashboard Overview
- ✓ Understanding WordPress Themes & Plugins
- ✓ Configuring WordPress Website Settings
- ✓ Theme Selection and Customization (as per your niche selection)
- ✓ Designing Service/Products Pages
- ✓ Contact us, About us, & Other Required Pages

- ✓ WordPress Photo Gallery & Multimedia Settings
- ✓ WordPress Photo Gallery & Multimedia Settings
- ✓ Understanding Required Legal Pages on a Website
- ✓ Chat, Popup, Contact form & Email Subscription
- ✓ How to create Recaptcha & GDPR for Contact Forms
- ✓ Important Plugins & settings for the e-commerce website
- ✓ User Management, Account Access Management
- ✓ Page Builder Plugins & other required plugins that support specific themes
- ✓ How to create blogs and customize them.
- ✓ Widgets, Footers, Top Bar, Header Customization
- ✓ How to connect/ integrate third-party tools with WordPress
- ✓ Permalink Setting & Privacy Settings
- ✓ Blogging and Earning through Blogging
- ✓ How to take backup of the website
- ✓ Use of sliders, carousel, pop-up, Table, Navigational Links
- ✓ How to create a one-page website with all the functionalities
- ✓ How to create a fully functional Landing Page with clickable CTA's.

Tools Covered

facebook Insights · Qlik Q · YouTube Analytics · Google · Google Trends · SE Ranking · übersuggest · Feng-GUI · hitwise

SimilarWeb · Bing ads · facebook Ads · Google Ads · Google Ad Manager · Google Data Studio · Linkedin ads

Ads · MAJESTIC · MOZ · RAVEN · semrush · SpyFu · buffer · f · Hootsuite · Instagram · in · Twitter

YouTube

What other learners are saying

Last Week I purchased the SEO Self-Paced training from Microtek Learning. It covers every topic with good examples. My overall experience was great. Definitely recommend!!

Anuja - Bangalore

Today I have completed the Digital Marketing training course. The course material was interesting and well-designed. The trainer was amazing. I enjoyed the training. I will recommend this course to my fellow members.

Allan Sue - New York City

I just purchased the self-paced course, which was very helpful and informative. Thank you to Microtek Learning.

Ashwini - Mumbai

This Digital Marketing course helped me in multiple ways. It got me a new job with a salary increment of 30% and boosted my confidence as a marketing professional.

Satish Jha - Chennai

The course had a well-defined curriculum, nicely laid study material, and incredible video lessons.

Sanchita - Delhi

I highly recommend Microtek Learning to everyone interested in learning Digital Marketing. The course content and customer support are amazing. It's a great e-learning platform.

Jason Lee - United States

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Thanks!

Do you have any questions?

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