COURSE DETAILS & SCOPE

Course Details

- Course Duration - 12 Weeks
- Total Classes - 24
- Theory Classes - 2 / Week
- Practical Classes - 3 / Week
- Saturday Fun Day - Movie, Office Activity, Tours

Career Opportunities

- Upwork
- Job
- Start-up
- Agency Set-up

FILL UP FEEDBACK FORM

KICKSTART YOUR

Future with GuliTech

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GT GuliTech
Your Future, Our Responsibility

WEBSITE
DEVELOPMENT
& DIGITAL
MARKETING
B O O T C A M P

WHAT WILL YOU LEARN?

Website Development

Domain | Hosting | Server Internet | WordPress | Elementor

Search Engine Optimisation

- ☑ Theory
  - SEO Types- On-Page and Off-Page
- ☑ Way of SEO
  - White Hat SEO
  - Black Hat SEO
  - Gray Hat SEO

On Page SEO

- Meta Tages- Title 60-70 Char Des. 160-170 Char (Keyword, Unique and no stop words)
- Content- 500 words, unique and maximum 3 keywords
- Heading- H1-H6
- Site Map- List of URLs | HTML- User Friendly | XML- Google Friendly
- 301/302 Redirection
- Robot.txt- is used to block a page from search engine
- Canonical Tag
- ALT Tag
- Website Speed
- Responsive
- Do-follow/No-follow
- Internal/External Link
- Outbound link
- Google Search console
- Analytic
- Google Tag
- PA DA

Off Page SEO

- Bookmarking
- Classified
- Directory
- Blog
- Q/A
- Article writing
- Image Sharing
- PPT/PDF Sharing
- Forum

Google Ads

- Search Ads
- Google Map Ads
- You Tube Ads
- Display Ads
- E-commerce Ads

Meta Ads

- Awareness Ads
- Lead Ads
- Shopping Ads