



SEO training brochure (course curriculum)

Welcome to Codious Technologies

Codious Technologies, based in Mohali, is a premier Search Engine Optimization (SEO) training institution. With over 12+ years of expertise in digital marketing, print media, and web development, our founder has built a legacy of excellence. Our comprehensive SEO training course is designed to equip you with the skills needed to excel in the competitive digital marketing landscape.

Throughout our journey, we've trained hundreds of students, helping them advance in their careers. Today, Codious Technologies is more committed than ever to providing top-notch SEO education to help you achieve both your professional and academic goals. Our training syllabus spans 14 chapters, covering essential topics such as on-page and off-page optimization, ensuring you have a well-rounded understanding of SEO strategies.

Who can join?

- Fresh graduate and non-graduate
- Business owner
- Housewife/homemaker
- Content writers
- Others who have interests in SEO

Qualifications to Join the SEO Training Program

No Technical Knowledge Required

This program is designed for beginners. You don't need to have any prior technical knowledge to get started basic internet knowledge is sufficient. Whether you're a student, entrepreneur, or a professional looking to enhance your skills, this course will guide you step-by-step.

Age Limit

The ideal age group for this program is between 18+ years. If you are passionate about learning and growing your online presence, this training is perfect for you.

1. Introduction to SEO

- What is SEO and why is it important?
- Overview of Search Engines & How They Work
- Key SEO Terminologies and Concepts

2. What is Internet Marketing?

- Definition and importance of digital marketing in the modern world.
- Traditional vs. Internet Marketing
- Compare and contrast traditional marketing techniques with the online approach.
- Advantages and disadvantages of internet marketing.

3. Internet Marketing Components

- Search Engine Optimization (SEO), Social Media Marketing (SMM), Content Marketing, Pay-per-Click (PPC) Advertising, Email Marketing, Affiliate Marketing, and more.
- How each component contributes to overall online business success.

4. Understanding a Website

- Basic website structure and design (HTML, CSS, JavaScript).
- How these components work together to form a functional website.

Types of Websites

- Static Websites: Websites that remain the same for all users.
- Dynamic Websites: Websites that change content based on user interaction or other factors.
- Micro Websites: Small, focused websites that often serve a specific marketing purpose.

Domain Name

- Understanding the importance of a domain name in branding and SEO.
- How to choose the right domain name for your business or blog.

5. The Search Engines

- How search engines work?
- Google: “The Search Engine Giant”
- An overview of Google’s suite of products
- Different search engines

6. SEO: A Broader Perspective

- What is SEO?
- The benefits of SEO
- Common myths about SEO
- Who benefits from SEO? (B2B & B2C)
- How Google searches and ranks websites

7. How to submit your Website

8. Types of SEO

- Organic SEO
- Pay-Per-Click (PPC) SEO
- Black Hat SEO (Unethical/Illegal)
- White Hat SEO (Ethical/Legal)
- Grey Hat SEO

9. On-page Optimization

- What is a keyword?
- Types of keyword
- How to choose keywords?
- Keyword description
- Tags (Title, Meta description, Meta keyword)
- Heading tag
- Website Page content
- Images: Alt tag
- Anchor text
- No follow & do follow
- 302 and 301 Redirects

10. Introduction Social Media

- Instagram
- Google profile
- Facebook
- Twitter
- LinkedIn
- YouTube
- pinterest

11. Tools and Tips

- Google Search Console (Webmaster) tool
- Google analytics
- Google Keyword Planner
- SEO tips
- Semrush
- Moz Pro
- Canva Pro

12. Training facilities

Classroom training is the best way to learn, as it's live and interactive. If you're in Mohali, Chandigarh, Panchkula we recommend joining our classroom sessions. You can choose one-on-one or group training, depending on your preference.

What You'll Get:

- Experienced trainers with deep knowledge
- Quick and effective learning
- Complete study materials
- Q&A sessions to clarify doubts
- SEO quizzes for practice

After Completing the SEO Training Program, You'll Receive:

- A Certificate of Completion
- Job placement assistance
- Regular industry news updates
- Ongoing Q&A support (even after you finish your course)

SEO Training and Placement in Mohali, Chandigarh

If you're looking for a career in SEO or digital marketing, you're in the right place! Since 2015, we've helped place students in IT companies, Small startups, and more. We also assist with part-time and home-based SEO job opportunities.

Fees and Enrollment

Training Fees:

Advanced SEO Training Package: 12,000 INR (80 Hour)

Complete digital marketing course: 25,000 INR. Duration: 4 to 5 months Payment details:

You can pay us in two instalments. First instalment should be paid at the time of joining and second instalment should be paid within 15-20 days.

Cancellation and return policy:

Once you join our training program, you cannot cancel the admission and the money won't be returned. However you can transfer the admission to other student.

For more information, mail us info@codioustechnologies.com

Alternatively, call us at ++91 8528343038, +91 8288983734

