

- ← Social Bookmarking
- Blog Comments ✓
- Forum Submission ✓
- Video Submission ✓
- Classifieds Submission ✓
- Business Profile ✓
- Profile Link Creation ✓
- Fruitful Practical ✓
- Implementation of Backlinks Creation on Landing Page ✓

- **MODULE 6: SEO UPDATES AND ANALYSIS**
- What are Google Algorithms? ✓
- Florida ✓
- Big Daddy ✓
- Jagger ✓
- Vince ✓
- Caffeine ✓
- Panda ✓
- Freshness Algorithm ✓
- Page Layout Algorithm ✓
- Venice Update ✓
- Penguin ✓
- EMD (Exact Match Domain) ✓
- Payday ✓
- Hummingbird ✓
- PigeonMobilegeddon ✓
- Quality Updates ✓
- RankBrain ✓
- Fred ✓
- Fruitful Practical ✓
- How to Recover Algorithm Penalties ✓
- Prevention Of Algorithm Penalties to Website ✓
- How to Identify Spam Backlinks ✓
- About Disavow file ✓

- **MODULE 7: LOCAL BUSINESS OR GBP**
- Creating Local Listing In Search Engine
- What is a Google business listing?
- Customer Experience
- Current Audit ✓
- Office Name ✓
- Office Address Details ✓
- Title Optimization ✓
- About Us ✓
- Business Hours ✓
- Website & Phone Number ✓
- Images: Inside & Outside ✓
- Outlet Territory Pincodes/ Target Pincodes/ Lat long
- Existing GMB links ✓

- Customer Testimonials ✓
- Outlet Location/Coordinates ✓
- Fruitful Practical ✓
- How to GBP Live or Verify & Process ✓
- Implementation of GBP ✓

- **MODULE 8: GOOGLE ADWORDS OR PAY PER CLICK MARKETING (SEM)**
- Google Adwords Google Ads
- Introduction To Online Advertising And ~~Links~~ ✓
- Adwords Account And Campaign Basics ✓
- Adwords Targeting And Placement ✓
- Adwords Bidding And Budgeting ✓
- Adwords Tools ✓
- Opportunities ✓
- Optimizing Performance ✓
- Ads Type ✓
- Bidding Strategies ✓
- Search Network ✓
- Display Network ✓
- Shopping Ads ✓
- Video Ads ✓
- Universal App Ads ✓
- Tracking Script ✓
- Remarketing ✓
- Performance Monitoring ✓
- Reports ✓

- Fruitful Practical ✓
- Google Ads Account Creation and Setup ✓
- Right Keyword selection and Grouping on Google ✓
- Keyword Planner Tool ✓
- Campaign Setup, Performance monitoring, Analysis, and Implementation ✓
- Set on Conversion Tag ✓
- Set on Remarketing Tag ✓
- Set on Goal and Monitoring ✓
- Weekly and Monthly Report Generation ✓

- **MODULE 9: SOCIAL MEDIA OPTIMIZATION (SMO)**
- Social Media Optimization ✓
- Introduction To Social Media Networks ✓
- Types Of Social Media Websites ✓
- Social Media Optimization Concepts ✓
- Facebook, Twitter, LinkedIn, YouTube, Pinterest ✓
- Hashtags ✓
- Fruitful Practical ✓

- How To Create Strong Profile Account On Social Media
- Facebook ✓
- Twitter ✓
- LinkedIn ✓
- Instagram ✓
- Pinterest ✓

- **MODULE 10: SOCIAL MEDIA MARKETING (SMM)**
- Facebook Optimization ✓
- Fan Page Vs Profile Vs Group ✓
- Creating Facebook Page For Business ✓
- Increasing Fans ✓
- Facebook Analytics ✓
- Facebook Advertising And Its Types In Detail ✓
- Creating Advertising Campaigns, ✓
- Payment Modes ✓
- Introduction To Twitter ✓
- Creating Strong Profiles On Twitter ✓
- Followers, ReTweets, Clicks, ✓
- Conversions, HashTags ✓
- LinkedIn Optimization ✓
- What Is LinkedIn? ✓
- Individual Profile Vs. Company Profile ✓
- Branding On LinkedIn ✓
- Marketing On LinkedIn Groups ✓

- Fruitful Practical ✓
- Social Media Brand Account Creation ✓
- Facebook ✓
- Twitter ✓
- LinkedIn ✓
- Instagram ✓
- Pinterest ✓
- Structure of Post ✓
- Post Template Creation ✓
- Content Creation On Social Media Post ✓
- Right Hashtag for your Post ✓
- Analysis of Likes, Share, Comment, Followers, and Retweet ✓
- Increase Brand Awareness ✓
- Identify Target Audience and Convert Goal ✓
- Report Generation on Post Reach ✓
- Facebook Ads ✓
- Campaign Setup, Performance monitoring Analysis, and Implementation ✓
- Right Target Audience Selection ✓
- Set on Facebook Pixel Tag ✓
- Set on Remarketing Tag ✓
- Weekly and Monthly Ads Report Generation ✓

- **MODULE 11: GOOGLE WEB ANALYTICS**
- Getting Started With Google Analytics ✓
- Real Time Monitoring ✓
- Audience ✓
- Acquisition ✓
- Traffic Acquisition ✓
- Engagement ✓
- Search Console ✓
- User Attributes ✓
- Lead Acquisition ✓
- Fruitful Practical ✓
- Google Analytics Integrate On Website ✓
- Analysis And Report preparation on weekly and Monthly ✓
- Setup Goal And Monitoring ✓

- **MODULE 12: WEBMASTER TOOLS**
- Adding site and verification ✓
- Overview ✓
- Performance ✓
- Indexing ✓
- User Experience ✓
- User Enhancement ✓
- Setting Geo target location ✓
- Search queries analysis ✓
- External Link report ✓
- Fruitful Practical ✓
- Search Console Integrate On Website ✓
- Website Error Identification and Rectification via Search Console ✓
- Website UR submit on Search console ✓
- Remove Spam Backlink or via Search Console ✓

- **MODULE 13: CREATING A NEW SIMPLE WEBSITE**
- Creating A Simple Website For Your Business
- Fruitful Practical ✓
- Right Theme Selection And Optimization ✓
- Landing Page Template Creation ✓
- Content Template Creation ✓
- Add Custom HTML and CSS Code ✓
- Create sitemap.xml and robots.txt File Creation ✓
- Implement GA4 and Add Site in GSC ✓

- **MODULE 14: INTERVIEW PREPARATION**
- Resume Preparation ✓
- Interview Question Preparation ✓
- Fruitful Practical ✓
- Mock Test Preparation and Confidence Improvement ✓
- How to Introduce Yourself in Interview ✓