

The logo for InnoBullz features the word "inno" in a blue, italicized sans-serif font, followed by "BULLZ" in a red, italicized sans-serif font. A stylized red bull head is integrated into the letter "B".

innoBULLZ

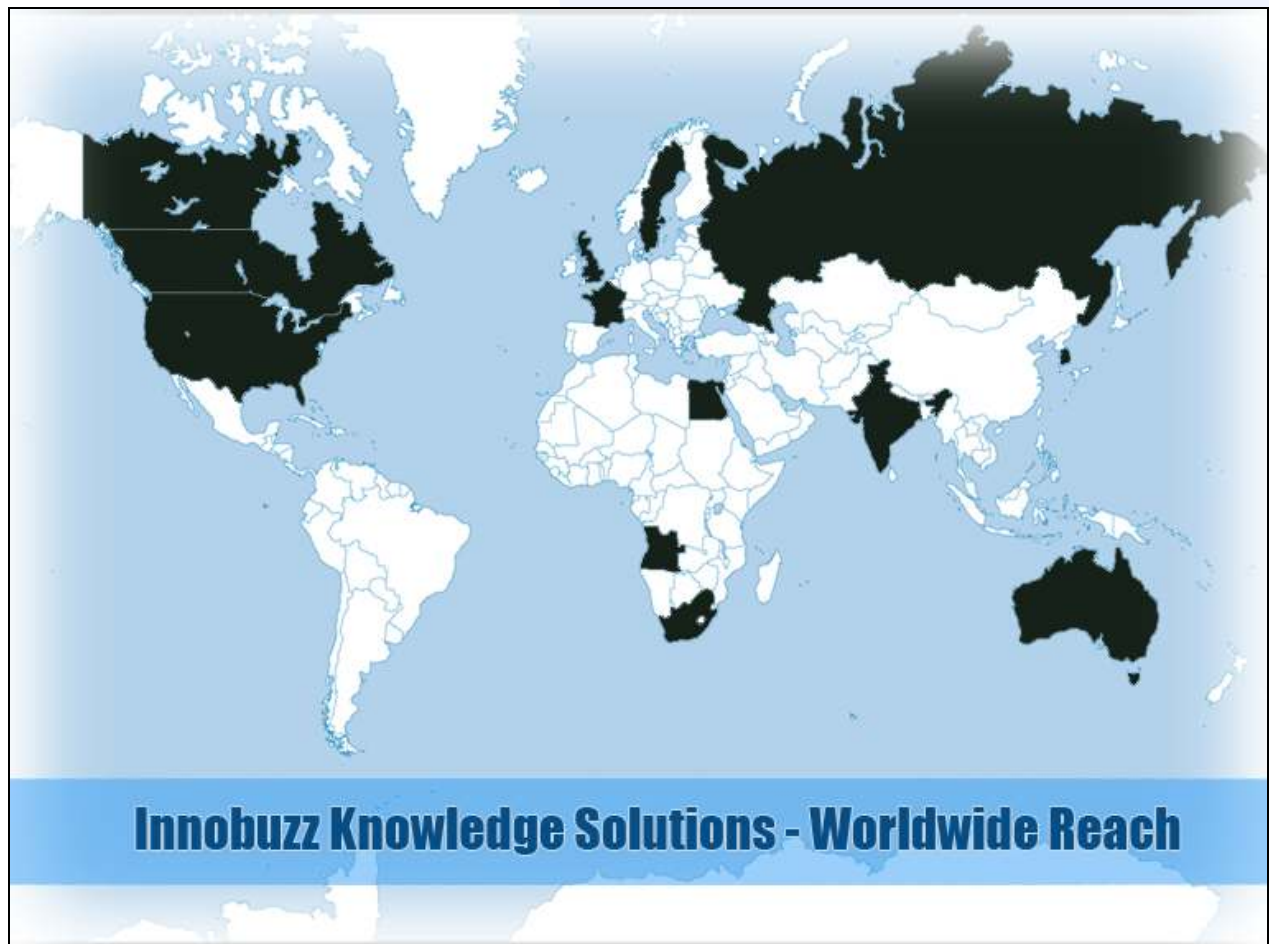
KNOWLEDGESOLUTIONS

PIONEERS IN HIGH KNOWLEDGE DOMAINS

**Search Engine Optimization
Distance Learning Program**

About Innobuzz Knowledge Solutions

Innobuzz is headquartered at **Delhi, India** with strong presence in **Australia, United State of America and Canada**, apart from many other countries. The main activity of Innobuzz is providing training in **Information Security**, which is delivered to its audience **all over the world** via Computer **Based Training Courses, Onsite Training Programs** and Company Owned **learning centers**.



Pioneers in High Knowledge Domains

Apart from **Search Engine Optimization**, we have been actively involved in training and implementation in many other **High Knowledge Domains**. Some of them are:

- PHP/MySQL
- Online Marketing
- Ruby-on-Rails
- Information Security
- Technical and Fundamental Analysis of Stock Markets

Our Aim

Search Engine Optimization is still a less explored field in the Indian technical domains. We aim to impart **practical knowledge** in SEO to the budding technical workforce of the country. Search Engine Optimization is the need of the day, and people having such skills are very much in demand. We aim to bridge the gap between the demand and supply of Search Engine Optimizers.

Active Participation in Various Initiations

We have also has been supporting and actively participating various **National Level Internet Marketing Seminars and Summits** such as **EliteX 2008** organized by Department of Information Technology (Govt. of India), **OMCAR** (India's First Online Marketing Career Conference), **TiE India Online Marketing Summit**, 2 Day **National Seminar on Online Marketing** at IIT Delhi etc.

Industry Tie-Ups

We have strong linkages with the industry. Being partners with organizations like **Microsoft Corporation, IBM, HP** and **Symantec**, we have conducted training programs in many big corporate houses of India. Innobuzz has been **training and certifying** experts in **SEO** with its **Certified Search Engine Optimizer (CSEO) certification**. In the short span of less than two years, we have catered to over **2500 students in SEO Training alone**.

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|  Registered Partners Partner ID: 2254361 |  Registered Partners Partner ID: 200071432 |  Registered Partners Partner ID: 391571742210722E |
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Our Clients

We have provided our services to some of the best colleges in India. Included in our Client list are names such as **IIT Delhi, Delhi College of Engineering, St. Stephens College, Faculty of Management Science, Ambedkar Institute of Technology, Modern School Barakhamba, Delhi Public School** etc.

Some of Our Corporate Clients are **DLF India, IBM, Spice Jet, Computer Society of India, Colt Telecom, Fidelity Investments, Arya Ventures, Dewsoft, L&T, Godrej, FICCI, Govt. Of India** and many more.

Achievements

- ∴ Trained more than 12,000 Students globally.
- ∴ Presence in more than 20 Countries via our Distance Learning Programs.
- ∴ Having Centers Across India including cities such as **Delhi, Mumbai, Pune & Hyderabad**.
- ∴ Made Clients including **Government of India, FICCI, Colt Telecom, Fidelity Investments, DLF, IBM, Microsoft**, etc.
- ∴ Conducted Training Programs for **IIT Bombay, IIT Delhi, IIT Kharagpur, NIT Trichy, BITS Pilani, BITS Goa, FMS Delhi, Delhi College of Engineering, St. Stephens College**, etc.

Course Description

SEO (**Search Engine Optimization**) course is designed for people who have basic knowledge of computers & websites, and have the desire to learn the Search Engine Optimization in order to do Search Engine Marketing. In this course, details regarding the basic as well as advance levels of Search Engine Optimization will be explained along with basic knowledge of the Internet and Search engines. Some Details about networking will also be covered. As a whole, this is the course that you are looking for to learn SEO from scratch and become an expert Search Engine Optimizer.

CSEO (Certified Search Engine Optimizer) certification is one of the most recognized Indian certification in the field of SEO/Online Marketing. The Program covers all aspects of on-page and off-page optimization along with PPC Campaign management, enabling one to become an Online Marketing/ Internet Marketing Professional.

Prerequisites

Basic Knowledge of using computers and the Internet.

Highlights

- The premier certification in **Search Engine Optimization**.
- Created by leading industry professionals with proven track records
- Clients of Innobuzz include FICCI, Fidelity Investments, Royal Bank of Scotland, etc.
- Partners of Innobuzz include Microsoft, IBM, AVG, Symantec and many more!
- Hands on course with maximum tools covered including **Live demonstrations**.
- Industry endorsed Course, **Training methodology** and Certification.

Details of Search Engine Optimization Training DVD

This Training Program contains videos, presentations, demos and case studies in GUI based environment. You can use these DVD to learn SEO right from your home and start a career in Search Engine Optimization.

- . **Content featuring instructor-led classroom sessions with full audio, video and demonstration**
- . **Printable courseware**
- . **Step-by-step hands-on-labs**
- . **Focused on practical solutions to real-world development problems**
- . **Proven technique- Actual Working Secrets Review**

Course Module

CSEO:

- PART I – Search Engine Scenario
- PART II – Site Makeover
- PART III– Search Engine Strategy
- PART IV– Site Visibility
- PART V – Keywords
- PART VI– Search Engine Compatibility

PART VII- SEO (Don'ts)
PART VIII- Simple SEO Dirty Tricks
PART IX- Content Writing
PART X - Geo-Targeting
PART XI - Indexing Pages with Search Engines
PART XII - Submitting to Directories
PART XIII - More Places to Submit Site
PART XIV - Link Popularity
PART XV - Link Affiliation
PART XVI - Using Retailers
PART XVII - PPC Marketing
PART XVIII - Common Mistakes
PART XIX - Useful Tools

Course Features



Main Menu

Move through hours of in-depth content - quickly and easily due to the efficient and organized structure



PowerPoint

Utilizing PowerPoint presentations enhances the delivery by displaying a variety of visual information to the user. This type of representation allows the user to better interpret the material through charts, definitions, graphs, and more...



Controls

Move forward, back, and repeat entire topics or just a section. A progress bar illuminates as you advance through exercises.



Full Motion Video

All courses feature full-motion videos of instructors teaching the information as if they are speaking directly to you. Our unique delivery simulates a one-on-one classroom environment creating a more personal lesson and learning experience.



Study Guides

Printable study guides for the entire course are available. This allows all material to be viewed, reviewed, and printed for viewing at a later date.



Review Exercises

Each section has a review quiz to aid in the learning process by validating the comprehension of the material covered before moving on to a new section.



Resume

All courses are resumed to where you left off last session allowing you to learn when it is convenient for you without the hassle of remembering where you were.



Live Demonstrations

Demonstrations are a way for the instructor to show and tell the user how to perform a task by actually doing it on screen in front of them. In this format it gives the user the power to see things done by a professional in the intended environment as many times as they would like.

Summary

The distance learning kit is a self-paced course, i.e. it does not have a set time frame for its completion, however the recommended duration is 1 month after which one can give the online examination leading to CSEO Certification.

The kit comprises of a DVD, which contains video recordings of training, screen casts, tools, software, e-books and sample paper as explained above. Along with the DVD, a hard copy of the book is sent.

Price

Price: Rs.4500 (Inclusive of Services Tax, Examination Fee & Delivery Charges)
No Hidden Charges.

Payment Option

The payment mode can be Demand Draft, Cheque and direct money transfer in our Bank Account.

- Demand Draft/Cheque

Please make a Cheque/D.D. in favor of “Innobuzz” and send it to:
Innobuzz Knowledge Solutions,
10 PVR Plaza, Connaught Circus,
New Delhi – 110001

- Bank Transfer/Account Deposit

You can deposit money directly in our bank account. Here are the Bank Account Details:
Bank Name : State Bank of India
Account Name : Innobuzz
Account Number : 31114504635

- PayPal/Credit Card

Please visit www.innobuzz.in/payment.html to make an online payment via Credit Card or PayPal.

Note: After making the payment, please send an email to distance@innobuzz.in with your complete contact details as well as the transaction details.