

Kangaroo Wings Started in 2008 with the Vision to bring awareness about Digital Marketing.

It is undoubtedly important for Business owners & Professionals.

Internet Marketing has also opened doors for people to make money online through various sources including Google Adsense.

Since 2008 we have conducted more that 2000 Seminars and trained over 7000+ Professionals & Business Owners.

Why should You Learn Digital Marketing

Digital Marketing is the next thing for any Business.

Must for Business Owners to Scale up their Business.

Since Business is Online Today which leads to great Career opportunities

Google & Affiliate marketing Opportunities for people planning work from Home.

Your Trainers



Manik Dhar

Digital Marketing Expert

Founder & Director Kangaroo

Wings India

Industry experience 10 years



Kaushal Baghel

Digital Marketing Expert

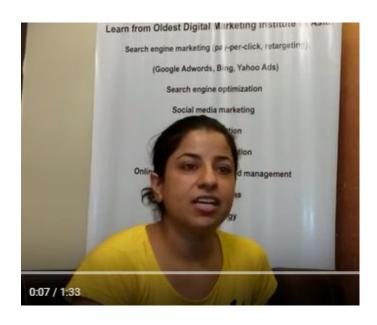
Specialization – Google Adwords /

Email Marketing

Module 2. SEO Training	On page for Dynamic Websites
3	On page for Ecommerce Websites
Part 1 Keywords	Integration of Social Plug-ins and Importance
Types of Keywords	Google Panda Update
Keyword Research Techniques	Google Penguin Update
Multiple Keyword Research	Google Hummingbird
Keyword Application Strategies	300,000,000
Google Insights / Trends	Part 5
How to Choose Right Keywords VIA Trends	What is Link Building
Thow to choose right reywords via trends	Types of Link Building
Part 2 Link building Basics	Link Wheel Strategies
Creating Backlinks	Pagerank Algo
Creating Duckinks Creating Contextual Links	Off Page Optimization Advanced Strategies
Backlinking Rules	Difference Between Do Follow & Nofollow
Backlink Checker Tools	Google Off Page Ranking Algorithm
Bucklink Checker 10013	Link Building Formula
Part 3 Competition Analysis	Link Spamming
Analyzing Client Websites	Quality VS Quantity Linking
Creating SEO Reports	Directory Submission
Creating SEO Proposals	Social Bookmarking
Greating Sec Troposais	Article Submission
Part 4 On Page Optimization	Press Release
On Page Techniques for Dynamic/HTML Website	Blog Submission
2015 Google Yahoo On Page Tips	Forum Postings
Keyword Density	Image Submission
301 & other Redirects	Question Answers Portals
Content Optimization	Classified Submissions
On Page Social factor	 Forum Submission & applications
On Page for Static Websites	 Linking of Dynamic Websites
	 Authority Checkers - How to Analyze

 Part 6 Google Search Console (Webmaster) A Key to SEO Training & Success How to Rank your Website in Specific Country Resolving Website Errors Geo Targeting 301 Redirect Domain Optimization Spam Control Site Links Control Awesome tool to Check Incoming Links Malware Check Part 7. Google Places / Local Rankings SEO For Local Business How to rank website in local searches Get Ranking on Local Keywords Verification & Installation Process 	Part 9 Softwares / Plugins Roboform FTPS Keyword Finders Search Ranking Softwares Content Spinners Plagiarism Checkers Authority Checkers Rank Checkers SEO Optimization Plugins- QK Part 10 Google Adsense Earning Program Account Creation Code Installation How Google Adsense Works Legal ways of Google Earning program Website Policies
How to Increase STAR Rankings	Part 11. Mobile SEO
 Part 8 Google Analytics How to Increase Traffic based on Analytics How to Double your Conversions Installation and Configuration Goal Setup & Tracking Geo Tracking Keyword Tracking Referral Tracking Goal Tracking Conversion Tracking 	 Mobile SEO Strategies Mobile SEO Tools Mobile SEO Plugins Ranking Strategies for Mobile SEO Part 12. Google Top Updates Google Hummingbird Panda Update Penguin Update Pirate 2.0 Google EMD (Exact Match Domain) Update







Kangaroo Wings

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