

No1 & Oldest Digital Marketing Institute of India

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

Part 1 Keywords

- Types of Keywords
- Keyword Research Techniques
- Multiple Keyword Research
- Keyword Application Strategies
- Google Insights / Trends
- How to Choose Right Keywords VIA Trends

Part 2 Link building Basics

- Creating Backlinks
- Creating Contextual Links
- Backlinking Rules
- Backlink Checker Tools

Part 3 Competition Analysis

- Analyzing Client Websites
- Creating SEO Reports
- Creating SEO Proposals

Part 4 On Page Optimization

- On Page Techniques for Dynamic/HTML Website
- 2015 Google Yahoo On Page Tips
- Keyword Density
- 301 & other Redirects
- Content Optimization
- On Page Social factor
- On Page for Static Websites

- On page for Dynamic Websites
- On page for Ecommerce Websites
- Integration of Social Plug-ins and Importance
- Google Panda Update
- Google Penguin Update
- Google Hummingbird

Part 5

- What is Link Building
- Types of Link Building
- Link Wheel Strategies
- Pagerank Algo
- Off Page Optimization Advanced Strategies
- Difference Between Do Follow & Nofollow
- Google Off Page Ranking Algorithm
- Link Building Formula
- Link Spamming
- Quality VS Quantity Linking
- Directory Submission
- Social Bookmarking
- Article Submission
- Press Release
- Blog Submission
- Forum Postings
- Image Submission
- Question Answers Portals
- Classified Submissions
- Forum Submission & applications
- 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
- How to Increase STAR Rankings

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

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

Part 11. Mobile SEO

- 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



<https://www.kangarowings.com/kangarowings-student>

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