

JUMP START YOUR CAREER WITH
INDUSTRY READY SKILLS

SEARCH ENGINE OPTIMIZATION

1 MONTH (PROGRAM)

2nd Dec - 27th Dec



6:00pm - 8:00pm
Weekdays

REGISTER NOW

FOR THE INDUSTRY - BY THE INDUSTRY & GOVERNMENT



WWW.INDUCTIN.COM



Inductin Floor, NISTE Building, Faiz Ahmed Faiz Road, H-8/1, Islamabad
Phone: +92 (51) 8480360, Mobile: +92 301 8464360

ABOUT TRAINER

ADI ABDURAB

Mr. Adi Abdurab is a google, hubspot and Facebook certified digital marketing entrepreneur and trainer.

He has made StartupMazines.com the 2nd largest entrepreneurship website around the world. Learn all the techniques to run a successful website of your own.

JUNAID CHAUDHRY

Mr. Junaid Chaudhry is the Vice President of Human Resources and a Psychologist/Counsellor at Inductin and 360 Technologies. He studied Biology at Duke University (USA) and obtained his Master's Degree from Oklahoma (USA). Junaid leads the Inductin Interactive Assessment Program (Career Counselling Program), adapted from a U.S. Program. The Program helps individuals understand their interests, competencies, and motivations; and matches

- **Interactive Assessment Program** (Career Counselling);
- **Stress Management** (Cognitive Behavioral Therapy);
- **Communication Skills;**
- **Leadership Skills;**
- **and others**



ABOUT SEO

StartupMagazines.com currently ranks number 1 in Asia and number 2 on Google. This is because we have implemented globally acclaimed SEO Best practices put forth by Google to establish and improve your EAT (Expertise, Authority, Trustworthiness).

There is no short cut to a successful venture, this requires dedicated effort and work. However, if you follow this course's guidelines, within a month you will achieve a level of success that will set you apart from all the competition.

For a complete professional development experience, this course comes with soft skills training sessions which include but not limited to:

- **Presentation Skills**
- **Creative Problem Solving And Decision Making**
- **Leadership Skills**
- **Communication Skills (Listening Skills)**
- **Teamwork / Collaboration Skills**
- **Stress Management**
- **Emotional Intelligence (Eq)**



/inductin



GETTING STARTED WITH SEO

1

- | History of search.
- | How SEO works?
- | How search engines rank traffic?
- | Understanding the value of blogs.
- | Starting your first blog (wordpress + blogger)

2

HANDS ON WORK

- | Finding a Niche.
- | How to research topics?
- | How to write articles? (2 day lecture)
- | How to write pillar articles in 60 minutes.



COURSE MODULES

OPTIMIZATION

3

- | Using plugins to optimize your site.
- | How to conduct an SEO audit? (2 day lecture)
- | How to SEO for E-Commerce?
- | How to make money from blogging?

TESTING AND PERFECTING

4

- | Installing and understanding analytics.
- | Installing ad sense and creating an ad account.
- | SEO for other search engines
 - o Google
 - o Yahoo
 - o Bing
 - o Ask.com
 - o Aol.com
 - o Baidu
 - o DuckDuckGo
 - o Wolframalpha.
- | Final presentation of Blog on how it has grown since you started it.



360 technologies brings



in collaboration with
National Institute of Science
& Technical Education

A LEARNING PLATFORM & RESOURCE DEVELOPMENT
**BY THE INDUSTRY
FOR THE INDUSTRY**

A first of its kind Public-Private Partnership for an end to end,
360 degree, youth development initiative with hard and soft
skill development to create job-ready resource.

We are here to fill the gaps
BETWEEN

**Academia and Industry
Industry and Human Resource**

WE PREPARE THE RIGHT RESOURCE FOR THE RIGHT JOB

Inductin Floor, National Institute of Science & Technical Education Building,
Sector H-8/1, Faiz Ahmed Faiz Road, Islamabad

Phone: +92-51-8480360

Website: www.inductin.com