



## ***Professional IT and Outsourcing Training in Bangladesh***

### **Course Name: Search Engine Optimization**

This course is for those learners who want to build their career based on outsourcing/freelancing platform and for those learners want to get their website on first page in different search engine with important product or service name. SEO is the best practice for the beginner in outsourcing career because there are so many job posting in different outsourcing media such as upwork, elance, freelancer, fiverr etc globally. Also client are frequently hiring new profile from this environment. That's why we suggest SEO for the new comers in outsourcing environment.

### **SEO Couse content:**

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#### **SEO Off Page Optimization:**

- ❖ Directory Submission
- ❖ Social Bookmarking Submission
- ❖ Article Submission
- ❖ Blog Comment
- ❖ Guest Posting
- ❖ Press-release Submission
- ❖ Web 2.0 Account Creation and Link Wheel Management
- ❖ Business Listing or Citation
- ❖ Search Engine Submission
- ❖ Forum Profile and Posting
- ❖ RSS Feed Submission
- ❖ Pink Website Management
- ❖ And More.....

#### **SEO ON Page Optimization:**

- ❖ Title Tag Optimization
- ❖ Meta Keyword Optimization
- ❖ Meta Description Optimization
- ❖ Header Tag Optimization
- ❖ Image Alt Tag Optimization
- ❖ Alexa Traffic Optimization
- ❖ Google Web Master Tool Optimization
- ❖ Sitemap.xml Optimization by Google, Bing and Yahoo
- ❖ Geositemap.xml Optimization by Google, Bing and Yahoo
- ❖ Locations.kml Optimization
- ❖ Robot Tag Optimization
- ❖ Bing and Yahoo Web Master Tool Optimization
- ❖ Google Analytics Optimization
- ❖ And More.....

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### **SEO Strategy Content:**

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- ❖ Keywords Research and Website Analysis Method
- ❖ 5 Common SEO Mistake That Destroy Website Ranking
- ❖ SEO Based Content Writing For Website Method
- ❖ Checking Duplicate, Spam and Low Quality Content
- ❖ Best Method Creating Unique Content form Duplicate Content
- ❖ Best Method Keywords Posting Rank Checker
- ❖ Do-follow and No-follow Backlink Management
- ❖ Domain Authority Management
- ❖ Page Authority Management
- ❖ Best Method Checking Backlink in Different Website
- ❖ Best Method Checking Broken Link for Website
- ❖ Creating Best Plan for Getting Keyword on Search Engine First Page within Short Time.
- ❖ And More.....

### **SEO for (CMS Platform) such as Wordpress, Joomla and Drupal:**

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- ❖ Wordpress SEO Plugin Management such as (SEO by Yoast, All in One SEO Pack, SEO Ultimate etc.)
- ❖ Joomla SEO Plugin Management
- ❖ Drupal SEO Plugin Management
- ❖ And More.....

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### **SEO for (E-commerce Platform) such as OpenCart, Magento, Amazon and eBay:**

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- ❖ OpenCart E-commerce SEO Management
- ❖ Magento E-commerce SEO Management
- ❖ Amazon SEO Management
- ❖ eBay SEO Management
- ❖ And More.....

### **Google Algorithm and Update SEO Rules:**

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- ❖ Google Disavow Link Rules
- ❖ Google Panda and Penguin SEO Rules
- ❖ Natural Link Building Rules
- ❖ Google Hummingbird SEO Rules
- ❖ And More.....

### **And More about SEO:**

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- ❖ What is Sponsor SEO and Solutions?
- ❖ What is Organic SEO and Solutions?
- ❖ What is Natural SEO and Solutions?
- ❖ What is White Hat SEO and Solutions?
- ❖ What is Black Hat SEO and Solutions?
- ❖ And More....

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### **Outsourcing Platform (Upwork.com) Environment:**

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- ❖ How to create profile based on **Search Engine Optimization (SEO)** in upwork.com
- ❖ How to decoration your profile overview based on **Search Engine Optimization (SEO)** in upwork.com
- ❖ How to add portfolio/sample work in your profile in upwork.com
- ❖ How to add skills based on **Search Engine Optimization (SEO)** in upwork.com
- ❖ How to perform skill wise exam in upwork.com
- ❖ How to find job by search filter in upwork.com
- ❖ How to find real and valid client work in upwork.com
- ❖ How to apply a job based on fixed price method in upwork
- ❖ How to apply a job based on hourly method in upwork.com
- ❖ How to write job application based on client job description for upwork.com
- ❖ Perfect time of apply job in upwork.com
- ❖ How to handle client job interview in upwork.com
- ❖ How to accept job offer from upwork.com
- ❖ How install time tracker and manage client job for upwork.com
- ❖ How to upload work for client in upwork.com
- ❖ How to maintenance client job after hiring
- ❖ How to withdraw payment form upwork.com
- ❖ How to get international payoneer materCard
- ❖ How to get skroll payment system
- ❖ How to add local bank account in upwork.com
- ❖ Total management of upwork.com



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### **Outsourcing Platform (Eance.com) Environment:**

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- ❖ How to create profile based on **Search Engine Optimization (SEO)** in elance.com
- ❖ How to decoration your profile overview based on **Search Engine Optimization (SEO)** in elance.com
- ❖ How to add portfolio/sample work in your profile in elance.com
- ❖ How to add skills based on **Search Engine Optimization (SEO)** in elance.com
- ❖ How to perform skill wise exam in elance.com
- ❖ How to find job by search filter in elance.com
- ❖ How to find real and valid client work in elance.com
- ❖ How to apply a job based on fixed price method in elance.com
- ❖ How to apply a job based on hourly method in elance.com
- ❖ How to write job application based on client job description for elance.com
- ❖ Perfect time of apply job in elance.com
- ❖ How to handle client job interview in elance.com
- ❖ How to accept job offer from elance.com
- ❖ How install time tracker and manage client job for elance.com
- ❖ How to upload work for client in elance.com
- ❖ How to maintenance client job after hiring
- ❖ How to withdraw payment form elance.com
- ❖ How to get international payoneer materCard
- ❖ How to get skroll payment system
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- ❖ Total management of elance.com



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### **Outsourcing Platform (Freelancer.com) Environment:**

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- ❖ How to create profile based on **Search Engine Optimization (SEO)** in freelancer.com
- ❖ How to decoration your profile overview based on **Search Engine Optimization (SEO)** in freelancer.com
- ❖ How to add portfolio/sample work in your profile in freelancer.com
- ❖ How to add skills based on **Search Engine Optimization (SEO)** in elance.com
- ❖ How to perform skill wise exam in freelancer.com
- ❖ How to find job by search filter in freelancer.com
- ❖ How to find real and valid client work in freelancer.com
- ❖ How to apply a job based on fixed price method in freelancer.com
- ❖ How to apply a job based on hourly method in freelancer.com
- ❖ How to write job application based on client job description for freelancer.com
- ❖ Perfect time of apply job in freelancer.com
- ❖ How to handle client job interview in freelancer.com
- ❖ How to accept job offer from freelancer.com
- ❖ How install time tracker and manage client job for freelancer.com
- ❖ How to upload work for client in freelancer.com
- ❖ How to maintenance client job after hiring
- ❖ How to withdraw payment form freelancer.com
- ❖ How to get international payoneer materCard
- ❖ How to get skroll payment system
- ❖ Total management of freelancer.com



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### **Outsourcing Platform (Fiverr.com) Environment:**

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- ❖ How to create profile based on **Search Engine Optimization (SEO)** in fiverr.com
- ❖ How to decoration your profile overview based on **Search Engine Optimization (SEO)** in fiverr.com.com
- ❖ How to add portfolio/sample work in your profile in fiverr.com
- ❖ How to add skills based on **Search Engine Optimization (SEO)** in fiverr.com
- ❖ How to find job by search filter in fiverr.com
- ❖ How to find real and valid client work in fiverr.com
- ❖ How create GiG based on **Search Engine Optimization (SEO)** in fiverr.com
- ❖ How to promotion your GiG in fiverr.com
- ❖ How to response a client when buy your GiG from fiverr.com
- ❖ What will have to do when submitting work to client following working teams and conditions
- ❖ What fiverr working terms and conditions
- ❖ How to withdraw money from fiverr.com
- ❖ Total management of fiverr.com

### **And More Outsourcing Platform:**

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- ❖ Knowledge about **Peopleperhour.com**
- ❖ Knowledge about **guru.com**
- ❖ Knowledge about **microworker.com**
- ❖ When your job apply time
- ❖ What should be done for getting a job within short time
- ❖ What should be remove from your habit to be an excellent freelancer
- ❖ What should be add in your habit to be an excellent freelancer
- ❖ And More.....

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### **Support from Matrix Outsourcing Solutions:**

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- ❖ How to create outsourcing website profile and 100% complete profile.
- ❖ How to pass 6-8 exam for each outsourcing earning profile.
- ❖ How to create perfect cover letter for each category job posting.
- ❖ How to apply and active MasterCard from each outsourcing earning website.
- ❖ Your first three or four client interview practically solve by us.
- ❖ After taking course from Matrix Outsourcing Solution then you will get life time course related client + working help
- ❖ We are all time on online/Skype/Yahoo Messenger/Gtalk.
- ❖ Enjoy the course as friendly environment.

### **Why Choose Matrix Outsourcing Solutions:**

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- ❖ Client Project Wise Practical Training
- ❖ Per-time Outsourcing Management
- ❖ Full-time Outsourcing Management.
- ❖ IT & Outsourcing base Training
- ❖ Course Related Support 24 Hours Live Support
- ❖ Opportunity of Backup & Solving Class
- ❖ Online Base Training Opportunity You Can Get Staying at Home
- ❖ Helpful Training Who Get Retirement From Job
- ❖ Outsourcing Company Management
- ❖ How to Lead IT Firm Successfully

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**Search Engine Optimization (SEO) Training Fee and Class:**

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Total Class = 15 (Weekly 3 Class)

Course Fee = **Tk.10,000**

Class Duration = 2 Hours

**Contact Address of Matrix Outsourcing Solutions:**

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