

## **SEO Course Outline**

### SEO Basics & Background

- Understanding domain/website & how they work
- What is Internet Marketing/ Digital Marketing?
- Introduction to Search Engines & their importance
- How Search Engines Work?
- Introduction to Google Search Engine
- Understanding Search Engine Result Pages (SERPs)
- Basic & Advance Search Commands/Operators
- Page Rank Technology & it's impact in Ranking Calculation
- Introduction to Google Algorithm Updates

### SEO Module 1

#### Keyword Research

- Keyword Research, Analysis & Clustering
- Types of Keywords and their impact on SERPs
- How to find successful keywords to meet project targets
- How to Use Free & Premium Keyword Research Tools
- Multiple techniques of Keyword Research
- Leveraging long tail & Geo intent keywords

### SEO Module 2

#### On-Page / On-Site SEO

- SEO friendly website design & development (UI/UX)
- SEO friendly site structure & siloing
- Understanding HTML needed for SEO
- How to ensure usable, crawl able & index able site structure
- What you should know about On-site optimization
- Importance of On-page SEO & it's weightage in Google Ranking
- Keywords in Domain Name Vs Branding

#### On-Page SEO Activities

- Content Writing basics
- Competitor Analysis

- Title Tag optimization
- Meta description tag optimization
- SEO friendly URL structure
- Canonical Tags optimization
- Website speed optimization with the help of development team
- Robots.txt optimization
- Sitemap.xml optimization
- Integrating keywords throughout webpage
- Keyword density management
- Using keywords in H1, H2, H3...H6 tags
- Image tag optimization (Alt)
- Using keywords in Content
- Content duplicate check and fix
- Content optimization – How to find high quality content
- Understanding quality content, engaging content, value added content & converting content.
- Optimizing internal links
- Outgoing links optimization
- Redirections

## SEO Module 3

### Off-Page SEO Activities

- Introduction to Off-Page SEO
- Importance of Off-Page SEO & it's weightage in Search Rankings
- Anchor text distribution
- How links/ backlinks effect search engine rankings
- How to recover from Google spam penalties
- Nofollow Vs Dofollow links
- Installing Google Analytics
- White Hat, Grey Hat & Black Hat links – Do's and Don'ts
- Using premium tools for advanced link building (Ahres, SEMrush, majestic)
- local business listings
- Blog commenting links optimization
- Forum backlinks optimization
- Social bookmarking links optimization
- Web2.0 links optimization

- Guest Posting
- Off-Page SEO best practices

## SEO Module 4

### Technical SEO

- Core web Vitals
- Website Speed optimization
- Google Search Console Error Removal
- Mobile Speed optimization

### Who should take this Course?

- Anyone with a website who want to succeed through online business.
- Small, medium and large business owners
- Anyone who want to dominate Google for their business keywords
- Website designers and developers who want to offer SEO services
- Freelancers and bloggers who want make huge money online from their website
- Online marketing executives who are responsible for website promotion.
- Webmasters interested in increasing website traffic and Google rankings.
- Local business owners with a website.