

# SEO Training Classes

## Introduction to SEO

- What is SEO?
- Why is SEO important?
- How search engines work
- SEO terminology and jargon

## On-Page SEO

- Keyword research and analysis
- Title tags, meta descriptions, and headers
- URL structure and optimization
- Image optimization
- Content optimization
- Internal linking strategies

# SEO Training Classes

## Off-Page SEO

- Link building fundamentals
- Backlinks and their importance
- Outreach and guest posting
- Social signals and SEO
- Online reputation management

## Technical SEO

- Website structure and navigation
- Mobile optimization and responsive design
- Site speed and performance
- XML sitemaps and robots.txt
- Structured data and schema markup

# SEO Training Classes

## SEO Tools

- Introduction to SEO tools (e.g., Google Analytics, Google Search Console, SEMrush, Moz)
- Using keyword research tools
- Backlink analysis tools
- SEO auditing tools
- Rank tracking and monitoring tools

## Local SEO

- Local search ranking factors
- Google My Business optimization
- Online reviews and reputation management
- Local link building strategies
- NAP consistency

# SEO Training Classes

## **E-commerce SEO**

- SEO for e-commerce websites
- Product page optimization
- Category pages and navigation
- Schema markup for e-commerce
- Handling duplicate content issues

## **SEO Content Strategy**

- Content planning and strategy
- Creating high-quality, SEO-friendly content
- Blogging for SEO
- Content promotion and distribution
- User-generated content

# SEO Training Classes

## **SEO and User Experience (UX)**

- Importance of user experience in SEO
- Core Web Vitals and page speed optimization
- Mobile-friendly design
- User engagement and bounce rate
- A/B testing for SEO

## **SEO Analytics and Reporting**

- Setting up Google Analytics
- Key SEO metrics and KPIs
- SEO performance tracking
- Creating SEO reports
- Conversion tracking and goal setting

# SEO Training Classes

## **SEO Trends and Updates**

- Staying up-to-date with SEO industry news
- Google algorithm updates
- Voice search and mobile-first indexing
- Future trends in SEO

## **SEO Best Practices and Case Studies**

- Ethical SEO practices
- Avoiding common SEO mistakes
- SEO success stories and case studies
- Preparing for SEO certifications (optional)

Thank You!