



# SEARCH ENGINE OPTIMIZATION

GROW ORGANICALLY

- Introduction to Search Engines
- How Search Engines work
- Importance of Search Engine Optimization
- Overview of Google's latest Algorithm
- On Page Optimization
- Site Audit
- Keyword Research
- Google Search Console
- SEO free and paid tools
- Rich Snippets and Schema.org
- Off Page SEO
- Content - Strategy
- Bookmarking
- Link Building Strategies
- Press Release
- Video
- Articles
- Blogs
- Local SEO
- Leveraging Social Media for SEO

