

SEO Course Highlights

- Fundamentals of Search Engine Optimization
- SEO Best Practices and Guidelines
- How search engines work
- Types of Search Engines
- How Website works
- Google Webmaster Guidelines
- Search engine guidelines
- Case study of white hat SEO
- Case study of black hat SEO (help you learn from mistakes and why you should not follow black hat SEO practices)
- Current SEO scenario
- SEO project management
- On page/off page SEO
- Impact of social media in search engine rankings
- Keyword research
- SEO design and architecture
- SEO copy writing
- Link/Relationship building
- Universal SEO
- Local SEO
- Mobile SEO
- SEO Tools and techniques
- Latest SEO Algorithm changes and updates
- Google Panda Updates
- Google Penguin Updates
- Search Engine optimisation FAQ's