

# Complete SEO Course Brochure

Unlock the natural ways of online marketing

# SEO Course Modules

## Module I

1. Introduction to SEO & Its Importance
2. Mechanism/ How it Works
3. Understanding of SEO terminologies
4. Information on different SEO updates
5. Quiz

## Module II

1. Technical SEO
2. Keywords identification process
3. On-page optimization
4. Off-page optimization
5. Quiz

## Module III

1. Structural SEO
2. Hreflang Tags & It's Importance
3. Video Optimization
4. Schema/Structured Data

## Module IV

1. Different types of Schema (Review, Product, Local Business, Logo)
2. AMP
3. Local SEO
4. Understanding SEO Tools
5. Interview tips for SEO jobs
6. Doubt Clarification

# Details

## Module I

### Introduction to SEO & Its Importance

- Proper SEO Definition
- Importance of SEO in overall online marketing
- Comparison of SEO with other digital channels

### Search Engine Mechanism

- Understanding the ranking algorithm
- How search engine works

### SEO Terminologies

- Understanding the SEO terminologies like SERP, Meta tags, Traffic, Crawl, Indexing, Search queries, Inbound/outbound links, Anchor text, CTR,

### SEO updates classification

- Information on Panda, Penguin, humming bird, Pigeon, Mobilegeddon updates
- Resources to follow for SEO updates

## Module II

### Technical SEO

- SEO Audit process with 20+ Parameters
- Different types of page redirects (301, 302, 200 OK)
- Different types of page errors (404, 502, custom 404)

### Keywords Identification & Selection Process

### On-page optimization

- Meta title optimization
- Meta description optimization
- Keywords Density
- Header tags (H1, H2, H3, H4, H5....)
- Canonicalization
- Image alt text
- Page URL Structure
- Keywords cross linking

### Off-page Optimization

- Backlinks quality check
- Link building techniques (Business listings, Online Classified ads, Guest posting, Social bookmarking, Blog commenting)
- Brand profile creation
- PPT & PDF sharing

## Module III

### Structural SEO

- Structure based on-page optimization for large / ecommerce websites

### Hreflang Tag & it's Importance

### Video Optimization

- Optimize Youtube videos
- Video sharing in different video platforms

### Structure Data/Schema

- What is schema & how it helps
- Overview on different types of schema (Article, local business, breadcrumb, event, product, review, logo)

## Module IV

### Local SEO

- What is it and how it impacts on local businesses
- Local SEO optimization ways

### Information on SEO Tools

- Show the Google Analytics & Search Console dashboard and describe the options available
- Other SEO tools (SEMRush, Screaming frog, W3 validator overview with respect to SEO requirements)

### AMP Project

- Introduction
- Importance in SEO and guidelines should follow

### Interview tips for SEO executive/professional jobs

### Doubt clarification