

SEO Course Content: Syllabus

DIGITAL MARKETING INTRODUCTION

- What is marketing?
- What is Digital Marketing?
- Understanding Marketing Process
- Understanding Digital Marketing Process
- Increasing Visibility, What is visibility?
- Types of visibility, Examples of visibility
- Visitors Engagement, What is engagement?, Why it is important Examples of engagement
- Bringing Targeted Traffic
- Inbound and outbound marketing
- Converting Traffic into Leads, Types of Conversion , Understanding Conversion Process
- Tools Needed

DIGITAL MARKETING VS. TRADITIONAL MARKETING

- What's the difference between digital marketing and traditional marketing, and why does it matter?
- Benefits of Traditional Marketing
- The Downside to Traditional Marketing
- Benefits of Digital Marketing
- Why Digital Marketing Wins Over traditional Marketing ?
- Tools of Digital Marketing
- How We Use Both Digital & Traditional Marketing

Understand Search Engines & Google

- What is SEO?

- Introduction to SERP
- What are search engines?
- How search engines work
- Major functions of a search engine
- What are keywords?
- Different types of keywords
- Google keyword planner tool
- Keywords research process
- Understanding keywords mix
- Long Tail Keywords
- Google Search Tips & Hacks

SEARCH ENGINE ALGORITHMS

- What is Search Engine's Algorithms?
- How Algorithms Works?
- Why a Search Engine needs to update its Algorithm?
- Search Engine Penalties and Recoveries.
- Why a Search Engine penalizes a Website?
- How to optimize your site for Google
- Hummingbird Algorithm?
- What is Google Panda Algorithm?
- What is Google Penguin?
- What is Google EMD Update?
- How to save your site from Google Panda,
- Penguin and EMD Update?
- How to recover your site from Panda, Penguin
- and EMDHow to optimize your site for Google
- Hummingbird Algorithm?
- What is Google Panda Algorithm?

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- What is Google Penguin?
- What is Google EMD Update?
- How to save your site from Google Panda,
- Penguin and EMD Update?
- How to recover your site from Panda, Penguin and EMD

On-Page SEO

- Keyword Research with Google Keyword
- Planner.
- What is the difference between
- keywords stuffing & KW placement
- How to Select a Domain Name?
- Page Naming {URL Structuring} and
- Folder Naming
- Image Naming, Image Title and ALT Tags
- Creation
- What are Meta Tags, Description.
- Robots, Keywords, Author
- Redirection Tags
- Headings Tags {H1 to H6}
- What is Content Writing?
- SEO Friendly Content Writing {Insert
- keywords in content}
- Anchor Text, Link Title
- Internal linking
- Robots.text file use and creation
- HTML Sitemap creation
- XML Site Map Creation
- Site Tracking Tools (Google Webmaster

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- Tool, Google Analytics Tool)
- Why is Alexa?
- Alexa Integration

Off-Page SEO

- What is OFF-Page Optimization?
- What are Backlinks?
- Why Backlinks are Important?
- How to Get Backlinks?
- Difference Between Do-Follow and
- No-Follow Backlinks
- What is Google Page Rank?
- How to Increase Page Rank?
- Search Engine Submissions
- Directory Submissions
- Article Writing and submissions
- Press Release writing and submissions
- Blog Posting and comment writing
- Classifieds posting
- Forum Posting
- Business Listing
- Social Bookmarking
- Social Networking
- RSS Feeds
- Do's and Dont's of link building
- Easy link acquisition techniques
- Domain Authority & How to Increase

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