

History of Search and Intro to SEO:

- a. Evolution & Growth of Search Engines
- b. How Google Works - Basics of SEO
- c. Periodic Table of SEO success factors

On-Page Practics:

- a. Basics of HTML
- b. URL, Meta Tags, Title, H1, Images
- c. Crawling: XML & HTML Sitemaps, Robots.txt
- d. Anchor text, Internal linking
- e. Tools: Google Search Console, Bing Webmaster, Google Analytics setup

Keyword Research and Competitive Analysis:

- a. Keyword Planner tool (Search volumes, Competition, Business priority)
- b. Mapping keywords to website pages
- c. Competition Analysis

SEO Friendly Design & Architecture:

- a. Thinking before designing a website (goals, strategies & measurement models)
- b. Mobile responsive / adaptive design
- c. Importance of HTTPs
- d. Site schema (rich snippets) & architecture

Technical Website Optimization:

- a. URL Architecture
- b. Page Speed Analysis (GTMetrix / YSlow / Google Page Speed)
- c. Broken links
- d. Canonicalization
- e. 301 redirects
- f. Custom 404 Error pages

Link Building Methods:

- a. Content marketing basics & its importance
- b. Directory submissions
- c. Local listings
- d. Niche backlinking via influencers & articles
- e. Social bookmarking
- f. Press Release optimization

SoLoMo - Social-Local-Mobile SEO Strategies:

- a. Social Media backlinking (Twitter, LinkedIn, Facebook, Google+, Pinterest)
- b. Online Reputation Management & Influencer outreach
- c. Local SEO (Schema for addresses, local keywords, local websites)
- d. Mobile SEO best practices

Latest Google Algorithm updates:

Local Business listings and Maps:

Social Media Optimization (SMO):

- a. SMO Basics
- b. Twitter Page Optimization
- c. Facebook Page Optimization
- d. LinkedIn Optimization
- e. Google+ Page Optimization
- f. YouTube Optimization
- g. Social media sites
- h. Image Optimization and Networking

Social Media Marketing (SMM):

- a. Twitter Ads
- b. Facebook Ads

SEO Site Audit:

- a. On-page & Off-page audit strategy
- b. Tools: Screaming Frog, Moz (Fresh Web Explorer, Open Site Explorer etc.), SEOprofiler, domain tools
- c. Audit Report

SEO Tracking:

- a. Tracking ranks (Webcam)
- b. Google Analytics Custom Reports
- c. Creating your custom dashboard

The Future of SEO:

- a. Voice search
- b. Augmented & Virtual Reality
- c. Wearable devices & latest tech
- d. Semantic web