

SEO Course Syllabus:

Introduction to SEO:

- What is Search engine optimization?
- History of Search engines?
- How is SEO important in digital marketing?
- How is search engine optimization (SEO) important for companies?
- How can search engines impact the brand and sales of a company?
- How does search engine algorithm work?
- Components of search engines?
- Different types of search engines?
- Operators used in SEO
- Algorithms used in SEO
- Updates of SEO

Google Webmasters Tools

- Adding a Site and Verification Process
- Configuration
- Settings
- Geographic Settings
- URL Parameters
- Site Links
- Crawl Errors / Stats
- Google Fetch
- Blocking the Crawler and blocked pages
- Traffic
- Search Queries
- Links to Site / Internal Links
- Optimization
- Sitemaps
- Remove URLs from index
- HTML Suggestions
- Content Keywords

Research and Analysis Of Keywords:

- Importance of keywords in seo

- Analysis of keywords for a particular company
- Research on keywords
- Different types of keywords
- Analysis of keywords using google ad words
- Competitor analysis
- Fitting right keywords to the project

On Page Optimization

- How is on page optimization important in SEO
- Web layout structure
- Codes used in website
- Design factors and guidelines
- Differences between dynamic and static sites?
- Domain name optimization
- File name and folder name and URL optimization
- Title tag optimization
- Meta tags optimization
- How to write meta description
- Meta robots
- Header optimization
- Footer optimization
- Anchor link optimization
- Content writing for seo
- Site maps submission
- Image optimization
- URL optimization
- Robots.txt
- Dynamic site optimization techniques:
- WordPress SEO
- Black hat SEO techniques.

Off page Optimization

- Introduction to off page optimization
- Factors affecting offsite optimization
- Importance of offsite optimization
- Current scenario of search engine optimization
- On page optimization versus off page optimization

- How to build links?
- Type of linking methods
- Link checking tools
- Directory submissions
- Social book marking
- Posting classifieds
- Importance of integration of blog to gain SEO
- Local listing
- Forum signatures
- Article submissions
- Importance of social buttons and social media
- Press release submission

SEO Reporting:

- Website position analysis
- Monthly reports
- Cyclic SEO