

SEO Concepts – An overview course.

Course Curriculum

Introduction

- Introduction to SEO

On page optimization

- Title tag optimization
- Description tag optimization
- Website structure optimization
- URL structure optimization
- Navigation optimization
- Content optimization
- Heading tags use
- Robot.txt
- Rel= "nofollow"
- Mobile site
- Bad practices
- Best practices

SEO Tools

- Google webmaster console
- Google analytics
- Google page speed

Off page optimization

- Link building
- Promotions