



SEO Course Syllabus

SEO Basics & Background

- ✓ Understanding domain/website & how they work
- ✓ Types of websites & their importance
- ✓ Basics of world wide web (www) / Internet
- ✓ What is Internet Marketing/ Digital Marketing?
- ✓ Types of Internet Marketing & their importance
- ✓ Introduction to Search Engines & their importance
- ✓ Economical & Social Impact of Major Search Engines
- ✓ How Search Engines Work?
- ✓ Search Engines Algorithms & Architecture
- ✓ Introduction to Google Search Engine
- ✓ Understanding Search Engine Result Pages (SERPs)
- ✓ Basic & Advance Search Commands/Operators
- ✓ Google Search Algorithm & its Capabilities/Functions
- ✓ Page Rank Technology & it's impact in Ranking Calculation
- ✓ Introduction to Google Algorithm Updates

SEO Module 1

Initial Website Analysis & Competitor Analysis

- ✓ Complete Website Analysis (On-Page & Off-Page)
- ✓ Fix Critical Issues
- ✓ Cleanup Spam backlinks - Link Profile Cleanup

Keyword Research, Analysis & Clustering

- ✓ Introduction to Keyword Research
- ✓ Types of Keywords and their impact on SERPs
- ✓ How to find successful keywords to meet project targets
- ✓ How to Use Free & Premium Keyword Research Tools
- ✓ 3 Powerful techniques of Keyword Research
- ✓ Filter, Cluster & Finalize keywords for the project
- ✓ Leveraging long tail & Geo intent keywords

SEO Module 2

On-Page / On-Site SEO

- ✓ SEO friendly website design & development
- ✓ SEO friendly site structure & siloing
- ✓ Understanding HTML needed for SEO
- ✓ How to ensure usable, crawlable & indexable site structure
- ✓ What you should know about On-site optimization
- ✓ Importance of On-page SEO & it's weightage in Google Ranking
- ✓ Keywords in Domain Name Vs Branding

On-Page SEO Activities

- ✓ Title Tag optimization
- ✓ Meta description tag optimization
- ✓ Filename optimization
- ✓ SEO friendly URL structure
- ✓ Canonical Tags optimization
- ✓ Website speed optimization with the help of development team
- ✓ Robots.txt optimization
- ✓ Sitemap.xml optimization
- ✓ Integrating keywords throughout webpage
- ✓ Keyword density management
- ✓ Using keywords in H1, H2, H3...H6 tags
- ✓ Image tag optimization (Alt)
- ✓ Rich media optimization (video)
- ✓ Using keywords in Content
- ✓ Content duplicate check and fix
- ✓ Content optimization – How to find high quality content
- ✓ Understanding quality content, engaging content, value added content & converting content.
- ✓ Optimizing internal links
- ✓ Outgoing links optimization
- ✓ 301 Url redirection
- ✓ 404 error page optimization
- ✓ W3C validation
- ✓ Usage of frames / iframes and their impact
- ✓ Header & Footer optimization
- ✓ Heat map optimization

SEO Module 3

Off-Page / Off-Site SEO

- ✓ Introduction to Off-Page SEO
- ✓ Importance of Off-Page SEO & it's weightage in Search Rankings
- ✓ Introduction to Link building
- ✓ How links/ backlinks effect search engine rankings
- ✓ How to build effective link building strategy to get Top 10 rankings on Google, Yahoo & Bing
- ✓ Types of backlinks
- ✓ Most powerful backlinks that Google don't want you to know

- ✓ How to avoid Google penalties and build future compatible links
- ✓ How to recover from Google spam penalties
- Nofollow Vs Dofollow links
- ✓ Installing Google Analytics
- ✓ Installing Google webmaster tools
- ✓ Types of Linking methods – Do's & Don'ts
- ✓ Analyzing overall backlink profile
- ✓ What is natural backlink profile and its importance?
- ✓ XML sitemap submission and indexing on major search engines (Google, Yahoo, Bing)
- ✓ White Hat, Grey Hat & Black Hat links – Do's and Don'ts
- ✓ How to use free tools for link building
- ✓ Using premium tools for advanced link building (Ahrefs, SEMrush, majestic)
- ✓ What are quality backlinks and how to build them?
- ✓ Scalable Vs Non-Scalable backlinks
- ✓ Importance of website submission to search engines
- ✓ Web directory backlinks optimization
- ✓ Free links Vs Paid links
- ✓ How to do guest blog posting for quality backlinks
- ✓ Using third party blogs for links and traffic
- ✓ Google maps & local business listings
- ✓ Blog commenting links optimization
- ✓ Forum backlinks optimization
- ✓ Article directory links optimization
- ✓ Social bookmarking links optimization
- ✓ Web2.0 links optimization
- ✓ Press release backlinks optimization
- ✓ Videos creation and link building
- ✓ Pdf creation and link building
- ✓ RSS feed creation, submission and optimization
- ✓ Blog creation and targeting for desired keyword ranking
- ✓ Social media optimization - Facebook, Twitter, Google+, LinkedIn, Pinterest, Instagram, etc.