SEO Course Outline

Module: 01

- ❖ What is Search Engine?
- ❖ Evolution of Search Engines?
- ❖ History of Google?
- ❖ What is Domain?
- ❖ How to Search Engine works?

Module: 02 Introduction of SEO

- ❖ What is SEO? History of SEO?
- ❖ Types of SEO?
- ❖ Techniques of SEO?
- ❖ Importance of SEO?
- ❖ Is SEO a good career? Scope of SEO?
- ❖ Search engine Algorithms?

Module: 03 ON Page SEO

- ❖ What is On Page SEO?
- ❖ Factors of On Page SEO?
- ❖ What is Keyword? Types of keywords?
- ❖ 4. Keywords Research & competitor analysis?

- ❖ 5. How to write Title tags & meta description in SEO?
- ❖ 6. How to Create SEO friendly URLs/ Permalinks?

- ❖ 7. Image Optimization & Alt Text?
- ❖ 8. How to Use Heading Tags for SEO?
- ❖ 9. Crawling, Caching & Indexing?
- ❖ 10. Create & Publish content (Practical)
- ❖ 11. Http vs Https?
- ❖ 12. What is (DA, PA, DR, UR, CTR)?
- ❖ 13. What is Bounce Rate, Pogo Sticking & Dwell Time?
- ❖ 14. What is Crawl Budget in SEO?

Module: 04 Technical SEO

- ❖ Difference b/w Google Search Console & Google Analytics? How to connect them with Website? Complete Analysis
- ❖ What is Sitemap & How to submit it in GSC?
- ❖ What is Robots.txt?
- ❖ How to make website mobile friendly & responsiveness?
- ❖ How to optimize website speed?
- ❖ What is Redirection & its types?
- ❖ 7. What are Canonical Tags?
- ❖ 8. What is Structure Data/ Schema markup?
- ❖ 9. Website architecture and navigation optimization?
- ❖ 10. AMP (Accelerated Mobile Pages) optimization?

Module: 04 Off Page SEO

- ❖ What is Off Page SEO?
- ❖ What are Backlinks?
- ❖ Types of Backlinks?
- ❖ Do Follow vs No Follow Backlinks?
- ❖ What is guest Posting?
- ❖ Directory Submission?
- ❖ Web 2.0 Backlinks?
- ❖ Article Submission?
- ❖ Social Bookmarking Backlinks?
- ❖ Infographic Backlinks?
- ❖ Image Backlinks?
- ❖ Avoid PBN?
- ❖ Google My Business?
- ❖ 14 What is E-A-T in SEO?

Some Advance Tips in SEO…