

Basic & Advanced 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
- How Search Engines Work?
- 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 Project - Requirements & Targets

- Discuss and Finalize Client business targets
- Based on Client's business targets, prepare SEO project requirements
- Based on Target, finalize client's products/services/primary keywords

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
- Q & A session

Advanced SEO

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
- Header & Footer optimization
- On-Page SEO best practices

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 (Ahres, 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

- Free classifieds links 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.
- Off-Page SEO best practices
- Q & A session

Tracking & Reporting

- Tracking target keyword ranking on Google, Yahoo & Bing.
- Introduction to Google Analytics
- Generating various types of reports
- Report website visitors, geo, traffic sources, time spent, bounce rate and more
- Q & A

What will you learn with this Course?

- You'll learn On-Page SEO used in real time SEO projects
- You'll learn Off-Page SEO used in real-time SEO projects
- You'll learn the art of ranking top 10 on Google, Yahoo & Bing.
- You'll learn driving thousands of visitors to any website
- You'll learn protecting your site from competitors