## SEO Course Content:

### Chapter 1 – Welcome to SEO Course

- Complete Details of the Course
- Course Downloads
- Trainer Introduction

### Chapter 2 - Introduction to SEO

- Introduction to SEO:
- What is SEO and Why?
- How Search Engines Work?
- What is crawling, indexing and ranking?
- Meet the Search Engines?
- Technical SEO Basics
- On-Page SEO Basics
- Off-Page SEO Basics
- Understanding the importance of SEO
- Differentiating between organic and paid search results
- Exploring the role of search engines in driving website traffic
- History & Evolution of SEO
- Essential SEO Algorithm Updates by Google
- SEO impact on businesses

### Chapter 3 – SEO Keyword Research

- What is a keyword
- The different types of keywords
- Examining the intent behind a keyword
- Understanding the progression of a search query
- Steps to keyword research
- How to find the best keywords to target
- Identifying relevant keywords and phrases
- Conducting keyword research using tools
- Analyzing keyword competition and search volume
- How to discover your competitors keywords

### Chapter 4 – Technical SEO

- Overview of technical SEO and its importance in search engine optimization.

- Understanding website crawlability and indexability
- Implementing XML sitemaps and robots.txt files
- Handling website speed and mobile-friendliness
- Using Google Search Console for SEP
- Preferred Domain
- Robots.txt Optimization
- URL Optimization
- XML Sitemap Optimization
- Schema Markup SEO
- Breadcrumbs Optimization
- Canonical URLS Optimization
- Multilingual websites
- The 404 Page
- Pagination Optimization
- Site Structure SEO Optimization
- Understanding the role of technical factors in website visibility and ranking.

**Chapter 4 – Onpage SEO**

- What is On-Page SEO
- Elements of on-page optimization
- Optimizing website structure, URLs, and page titles
- Creating SEO-friendly content with proper keyword usage
- Implementing meta tags, headings, and image optimization techniques
- Difference between primary, secondary, and tertiary tiles
- H1 to H6 Tags and their importance
- Important keywords in title, meta descriptions, and content
- When and where keywords can be placed
- Difference between Internal links and External links
- Anchor Text and Anchor links optimization
- Importance of Alt tags and Image tag
- Image SEO Optimization
- Content Optimization and SEO friendly content
- Optimizing SEO content
- Page naming / URL Structure / Permalink
- Website structure & navigation menu optimization
- Filename optimization

- Page speed optimization tool
- URL Canonicalization/ 404 Implementation
- Difference between HTTP / HTTPS
- Different types of Sitemaps and their importance
- Google Analytics and Webmaster integration
- Google sandbox effect
- Keyword Proximity, Authority, Prominence, and density
- Iframes/ Frames effect on SEO
- URL renaming/ rewriting
- Duplicate Content / URLs
- HTML Validations using W3C
- Broken link analysis
- Question and answers
- Video SEO Optimization
- How to do SEO for homepage, posts and pages
- How to do SEO your Categories and Tag Pages

## Chapter 4 – Offpage SEO

- Introduction to Off-page optimization
- Introduction of link building and its types
- Understanding backlinks and their impact on rankings
- Developing a link-building strategy
- Building relationships for guest posting and outreach
- Local marketing of websites on the basis of locations
- Directory submission
- Blog and article submission
- Forum posting
- Forum signatures and commenting
- Classifieds posting
- Press release submission
- Video submission
- Business listing submission
- Guest blogging
- Local SEO (Local business listing)
- Social bookmarking
- Photo & Video Sharing

- Infographics sharing
- Document Sharing
- Content Marketing and its importance
- Question and answers Submissions
- Web 2.0 submission
- A home page promoting tips and techniques
- Strategies to build qualitative and relevant backlinks
- Competitors backlink research and submission
- Submission to do follow websites
- RSS Feed submissions

**Chapter 5 – Local SEO**

- What is local SEO and why is it important
- Important Local SEO factors
- Setup of Google My Business (GMB)
- How to optimize GMB Listing
- Important elements you must optimize on GMB listing
- Citations: What is citation & Benefits of citations in Local SEO
- Optimizing for local search results
- Managing online business listings and reviews
- Implementing local search ranking factors

**Chapter 6 - SEO Analytics and Reporting:**

- Setting up and using Google Analytics
- Analyzing website traffic, user behavior, and conversions
- Creating SEO reports and tracking progress

**Chapter 7 - SEO Tools and Resources**:

- Familiarizing with popular SEO tools (e.g., SEMrush, Moz, Ahrefs)
- Utilizing keyword research tools, backlink analysis tools, and rank tracking tools

**Chapter 8 - SEO Best Practices and Updates:**

- Staying updated with search engine algorithm changes
- Following ethical SEO practices and avoiding penalties
- Incorporating user experience and accessibility into SEO strategies

## Chapter 9 - Advanced SEO Strategies:

- Structured data markup and schema implementation
- SEO for e-commerce websites
- International SEO and multilingual optimization
- How to Perform a Content Audit
- How to Create an SEO Strategy
- How to Create Linkable Content
- How to Get Google Sitelinks
- Optimizing for Google Featured Snippets

## Chapter 10 - Mobile SEO:

- How to Optimize your Website for Mobile
- Accelerated Mobile Pages (AMP)
- How to Setup AMP on WordPress

## Chapter 11 – Conversion Optimization

- Anatomy of a perfect landing page
- How to optimize your landing pages
- How to perform A/B testing

## Chapter 12 – Website Security

- How to Migrate your Website to Https
- Https and SSL Checklist
- How to Secure your Website

**Chapter 13 - SEO Audit**

- What is an SEO Audit?
- How to conduct an SEO Audit?
- Tools for conducting an SEO Audit?