



## Search Engine Optimization Course Outline

### **Ch.1 Introduction to SEO**

Introduction to SEO  
Introductions to different Search Engines  
Difference between SEO and SEM  
JD of SEO Expert  
Market Opportunities  
Digital Marketing and SEO relationship  
Push vs Pull Marketing  
Behavior of Crawlers

### **Ch.2 Keyword Analysis**

Introduction to Keywords  
Anatomy of Keywords Indexing  
Web Page Selection

### **Ch.3 Keyword Management**

Keywords Organisation and Management  
Keywords Competition  
Keywords Popularity  
Google Keyword Planner  
Keyword Options and Diversification  
Keywords deselection

### **Ch. 4 On Page Optimization**

Introduction to On Page Optimization  
Overview of competitors  
On page strategies building  
Content Writing strategies  
Meta Tags Strategies  
Limitations of content and tags  
Links and Image Optimization

### **Ch. 5 Content Analysis**

Content Analysis  
Introductions to Sitemaps  
Sitemaps and Search Engines Synchronization  
Uses of Robot Files  
Website ranking analysis tools

### **Ch. 6 Introduction to HTML**

Introduction to HTML  
Content submission via HTML

### **Ch. 7 Introduction to Wordpress**

Benefits of Using WordPress  
Yoast SEO  
Content Submission via Word Press

Crawler Cache and errors

### **Ch.8 Off Page Optimization**

Introduction to Off-Page optimization  
Fundamentals of domains  
Link building strategies  
Fundamentals of directories

### **Ch.9 Role of Social Media**

Importance of DO Follow and No Follow Links  
Role of Social Media in Off-Page Strategy  
Steps to start Link Building  
Directories and their role  
Internal vs External Links  
Blogs impact on Off-Page Optimization  
Article submissions for Link Building  
Forums and Commenting  
Quick Link submission Tools

### **Ch.10 Do and Don'ts of SEO**

Do and Don'ts of SEO  
Ethics of Search Engine Optimization  
SEO Project Analysis and report Making