

Syllabus of Complete SEO Course Session



Session 1 - Introduction to SEO

- 1) Basic Description of SEO
- 2) Googlebot (Google Crawler)
- 3) Google Updates and Algorithm
- 4) Search Engine Basics
- 5) Major Search Engines
- 6) Ranking algorithms and Page Rank
- 7) Web Designing Basics
- 8) Browsers and Imp Add-ons, Plugins
- 9) Important SEO Tools



Session 2 - Search Engine Optimization - On Page

- 1) Keywords Research and Analysis
- 2) Search Engine Basics
- 3) Initial Site Analysis
- 4) Competition Analysis
- 5) Keywords Density Analysis and Placement
- 6) Page Mapping
- 7) Title & Meta Tags Optimization
- 8) Site Structure Analysis
- 9) URL renaming/re-writing
- 10) H1, H2, H3 Tags
- 11) Anchor Text
- 12) Creating of Favicons
- 13) Existing Web Content Optimization
- 14) HTML Validation
- 15) No follow and do follow Links
- 16) Internal/External Links
- 17) Image Optimization

- 18) Outbound/Inbound Links
- 19) Creating/uploading XML Sitemap
- 20) Creating/uploading HTML Sitemap
- 21) Creating/uploading Robots file
- 22) Canonical Tag Optimization
- 23) How to host & register Site?
- 24) How to check Keywords Ranking?
- 25) 404 Error Removal and Redirects
- 26) 301 / 302 redirection
- 27) Header and Footer Optimization
- 28) Alexa report
- 29) Creating/uploading Google webmaster code
- 30) Creating/uploading Google Analytics code

Session 3 - Search Engine Optimization - Off Page

- 1) Search Engines Submission
- 2) Directory Submission
- 3) Social Bookmarking
- 4) Blog Commenting
- 5) Blog Posting
- 6) Article Submission
- 7) Image Submission
- 8) PPT Submission
- 9) PDF Submission
- 10) Logo Submission
- 11) Video Submission
- 12) Forum Posting
- 13) Free Classified Submission
- 14) Google Map Creation and Verification
- 15) Quora Question and answering
- 16) Guest Posting
- 17) Yellow Pages Listing
- 18) Google Business Reviews
- 19) Just Dial, Indiamart and other local listing
- 20) Alexa website Ranking Techniques