

SEARCH ENGINE OPTIMIZATION TRACK

per session: 4 Hrs

6 Sessions

24 Hours

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?
- Search Engines Algorithms & Architecture
- Introduction to Google Search Engine
- Understanding Search Engine Result Pages (SERPs)
- Basic & Advance Search Commands /Operators SERPs
- Google Search Algorithm & its Capabilities/Functions

- Page Rank Technology & its Impact in Ranking Calculation
- Introduction to Google Algorithm Updates

Initial Website Analysis & Competitor Analysis

- Complete Website Analysis (SWOT)
- Fix Critical Issues Cleanup Spam backlinks (Follow)
- Link Profile Cleanup Introduction to Keyword Research (Follow)
- 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
- Leveraging long tail & Geo intent Keywords
- Q & A session

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☐ On-Page / On-Site SEO

- SEO Friendly Website Design & Development
- SEO Friendly Site Structure
- 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 & its Weightage in Google Ranking

☐ 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)
- 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
- W3C Validation
- Usage of frames / iframes and their impact
- Header & Footer Optimization
- Heat Map Optimization

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- On-Page SEO Best Practices
- Q & A Session

Off-Page / Off-Site SEO

- Introduction to Off-Page SEO
- Importance of Off-Page SEO & its weightage in Search Rankings
- Introduction to Link Building
- How Links/ Backlinks Effect Search Engine Rankings
- 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
- Using Premium tools for Advanced Link Building (Ahrefs, SEMrush)

Learn n⁺

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SEO for Content Management Systems (CMSs)

- SEO for Static Sites Vs Dynamic Sites
- SEO for WordPress Powered Sites
- SEO for Magento Sites
- SEO for Laravel Sites
- SEO for any Website
- Q & A

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