

# Master Search Engine Optimisation (SEO)

**Duration:** 40 hours

## **Overview:**

The SEO Course is designed from Basic to Advance to know about optimising websites for search engines. How to do Competitor Analysis, Keyword Research, optimise web pages, and build quality backlinks. You'll also dive into technical SEO and learn how to measure and improve your site's performance. By the end of the course, we have the skills to boost website's visibility on search engines and attract more organic traffic.

## **Course Objectives:**

We will Cover Following Topics in the session:

- Introduction of SEO and Types of Keyword Research
- On-Page Optimisation and Tools in SEO
- Off- Page Optimisation and Advanced Techniques
- Technical SEO and Programmatic SEO
- Google Tools and SEO Strategies

## **Course Content**

Module 1: Introduction of SEO and Types of Keyword Research

- What is SEO
- Types of Search Engines and Functionality of Search Engines
- What is SERP
- What are SERP Listings
- What is Robots.Txt and Sitemap and their Differences
- Terminologies of SEO (DA, PA)
- What is Google and it's Algorithms
- Google Core Updates and their working
- What is Google SandBox Effect
- On-page, Off-page, Technical SEO, Local SEO Importance
- What are Keywords
- What is Niche
- Types of Keywords (informational, Navigational,etc)
- How to do Keyword Research
- Tools for Keyword Research
- Metrics to analyse the Keyword Research
- Conducting the Keyword Research

## Module 2: On-Page SEO and Tools for SEO

- What is On-page Optimisation
- What is an audit report
- What are meta tags and Canonical Tag
- What parameters we need to focus on On-Page Optimisation
- Content Optimisation
- What is Plagiarism
- Tools to check the plagiarism and other On-Page activities tools
- What is Image optimisation, Alt Tag & URL Optimisation
- What is Internal Linking & Link Juice
- What is Anchor Text & HyperLinks
- What are Header Tags and Breadcrumbs / Navigations
- Optimising the Keywords on Content
- What is CTA (Call to Action)
- Importance of CTA & A/B Testing
- Conduct a session for On-page optimisation

## Module 3: Off-Page Optimisation and Advanced Techniques

- What is Off-page optimisation
- Importance of link building and analyse the Competitor Backlinks
- What is Follow and No-Follow Link Building
- Traditional way of link building Techniques
- Keyword Extensions to search Link Building Websites
- Advanced Techniques to Earn Backlinks
  - Topical Authority
  - Broken Links
  - SkyScraper Techniques
  - Comment word Techniques
  - Roundup Techniques
  - Wikipedia link building
  - Link Bait
  - Reverse Image search technique.
- What is White, Black and Grey Hat Techniques
- Conduct Off-Page submissions.

## Module 4: Technical SEO and Programmatic SEO

- What is Technical SEO and where we check the Health of Website
- Metrics which are used in Technical SEO (page speed, crawl, etc)
- How to check page speed / website loading speed
- How essential Mobile Optimisation in Technical SEO
- What is Schema Markup and its types
- Tools to check the error of the Technical SEO
- What are status code errors

- How to submit XML Sitemap
- Crawl and Broken Errors
- What is Crawling and Indexing
- What is Programmatic SEO
- Case studies for Programmatic SEO
- How to do programmatic SEO and when it is useful
- Difference Between Normal SEO and Programmatic SEO
- Conduct a session for Programmatic SEO and Technical SEO Audit

#### Lesson 5: Google Analytics, Google Search Console and other tools

- Introduction to Google Analytics
- Why it is useful for Digital Marketing
- How to Integrate Google Analytics with the Website
- How Many versions are there in Google Analytics
- What is Bounce Rate
- What is Impressions
- What Parameters we have to focus in Google Analytics
- What is Google Search Console
- How to integrate Google Search console with website
- How to Google search console helps to analyse the website positions and keyword Ranking
- What is Google Tag Manager
- Why we use Google Tag Manager and its necessity
- How to Track event and scroll of the website with the help of Google Tag Manager
- Conduct a SEO Strategy session for a website and similarly interact with the Google Analytics Dashboard.