

SEO: On-Page, Off-Page & Technical SEO

Learn to optimise websites through keyword research, on-page and off-page techniques, technical SEO and analytics tools.

40 Hours

DURATION

5

MODULES

76

TOPICS

COURSE 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.

WHO THIS COURSE IS FOR

SEO Specialists

Digital Marketers

Content Marketers

Web Developers

Marketing Analysts

LEARNING 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

5 Modules, 76 Topics

01

Introduction of SEO and Types of Keyword Research

TOPICS

- 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

02

On-Page SEO and Tools for SEO

TOPICS

- 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

03

Off-Page Optimisation and Advanced Techniques

TOPICS

- 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
- What is White, Black and Grey Hat Techniques
- Conduct Off-Page submissions
- Roundup Techniques
- Wikipedia link building
- Link Bait
- Reverse Image search technique

04

Technical SEO and Programmatic SEO

TOPICS

- 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

Google Analytics, Google Search Console and Other Tools

TOPICS

- 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

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

FLEXIBLE DELIVERY

Learn the Way That Suits You

Classroom Training

Live Online Classes (ILO)

Fly-Me-A-Trainer (FMAT)

Flexi (Self-Paced)

1-on-1 Training

Ready to Get Started?

Talk to a learning advisor about schedules, group training and customised delivery.

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