

Search Engine Optimization

Module 1- Basic of SEO

Introduction to Online Search

Introduction to SEO

Knowledge about SERP's

How does SEO Affects your business

Module 2- Keywords The Important Element of SEO

Introduction to Keywords

Keywords Research & Analysis

Tools to Analyze Keywords

Tools for Searching Keywords

Keywords Distribution

Module 3 - Content Optimization

Understanding Content Optimization

Optimizing for Site Structure

Types of Content

Optimizing Textual & Non Textual Page Elements

User Generated Content

Module 4 - Understanding The Technical SEO

Language which Search Engine Understands

How search Engines Index Content

Duplicate Content & Canonicals

Server Side Factors

Google Webmaster Tool

Module 5 - Content Strategy

Understanding Content Strategy

Defining your audience, topics, angle & Style

Tool for Content Strategy - Editorial Calendar

Promoting your Content with Social Media

Module 6 -Link Building - Another Important Element of SEO

Understanding the Importance of Links

Types of Links

Link Building Opportunities

Link Building Strategies

Anchor Text

Module 7 SEO Effectiveness

Measuring SEO Effectiveness

SEO and Social Share

Social Crawlytics

Module 8 SEO For Ecommerce

What is Ecommerce & Ecommerce Sites

Technical components of E-commerce sites

E-commerce Site Structure

E-commerce site Content

Maximizing Link Building & Social Media Sharing for Ecommerce

Module 9 SEO For Local Search

Local Search & Its Elements

What is Local Search

Google+ Local Page

How to create Google+ Local Business Page

Module 10 Useful Tools for SEO

SEO Tools for Page Rank

SEO Tools Link Tracking/ Analysis

Keyword Tools

SEO Tools Content Analysis

SEO Tools for Analyzing Competition

Traffic Analysis Tools

Trend Analysis Tools

Module 11 The Past Present & Future of SEO

The SEO Past

The SEO Present

The SEO Future