

Search Engine Optimization

Introduction to Digital Marketing

- What is Digital Marketing
- Modules in Digital Marketing
- Digital Marketing vs. Traditional Marketing

INTRODUCTION TO SEO

- How does the Search Engine Work?
- Importance of SEO
- Organic Search & Paid Search
- SEO Tools
- Keyword Analysis

ON-PAGE OPTIMIZATION

1. On-page SEO

- Introduction to On-Page Optimization
- Fundamentals of HTML
- Title tag, H1, Meta Description
- Setting proper Description for your page/post
- Importance of headings and it's rules
- Crawling & Indexing
- Image Optimization
- Content Quality
- Plagiarism checking tools
- Creation of Robot.txt
- Sitemaps
- Google Analytics Integration
- Sandbox Effect

2. Technical SEO

- URL Architecture
- Page Speed Analysis (GTMetrix / YSlow / Google PageSpeed Insights)
- 301 Redirects
- 404 Errors
- Canonical URL's
- Checking Broken Links
- How to Buy Domain & Hosting

OFF-PAGE OPTIMIZATION

- Introduction to Off Page Optimization
- What is Link Building ?
- Types of Linking Methods(One Way, Two Way and Three way Links)
- Types of backlinks - 1) DoFollow
2) NoFollow.
- Article Submissions
- Press Release Submission
- Forum Submissions
- Profile Creations
- Directory Submissions
- Social Bookmarking
- Local Business Listing
- Classifieds
- PDF Submissions
- Guest Blogging
- Blog Commenting
- Domain Authority & Page Authority

SEO TOOLS & MEASUREMENT

- Using tools for SEO - Free tools, Paid tools
- Keyword Research Tools
- Link Checking Tools
- Plagiarism Checking Tools
- Find Paid Traffic of a Website
- Competitor Analysis
- Website SEO Audit - On Page & Off Page.
- Website Analytics, Traffic Measurement Tools
- Google Tools - Google Search Console, Google Analytics, Google Tag Manager
- Links Analysis Tools - SEMRUSH, MOZ, AHREFS Etc...