

Course Content

Module 1

On-page Optimization:

- What is On-Page Optimization
- Keyword Research with Google Keyword Planner
- How to Select a Domain Name?
- Page Naming {URL Structuring} and Folder Naming
- Image Naming, Image Title and ALT Tags Creation
- What are Meta Tags-Description, Keywords, Author, Country, Robots
- Redirection Tags
- Headings Tags {H1 to H6}
- What is Content Writing?
- SEO Freindly Content Writing {Insert keywords in content}
- Anchor Text, Link Title
- Robots.text file use and creation
- HTML Sitemap creation
- XML Site Map Creation
- Ror text sitemap
- Site Tracking Tools (Googe WebmasterTool, Google Analytics Tool)

Module 2

Off Page optimization:

- What is Off-Page Optimization?
- What are Backlinks?
- Why Backlinks are Important?
- How to Get Backlinks?
- Directory Submissions
- Article Writing and submissions
- Press Release writing and submissions
- Blog Posting and comment writing
- Classifieds posting
- Forum Posting

- Business Listing
- Social Bookmarking
- Social Networking
- RSS Feeds
- Link Exchange (one way, two way and three way)
- Difference Between Do-Follow and No-Follow Backlinks
- What is Google Page Rank?
- How to Increase Page Rank?
- Search Engine Submissions
- What is Content Writing?

Module 3

Search engine algorithms

- Basics
- What is Search Engine's Algorithms?
- How Algorithms Works?
- Why a Search Engine Need to Update It's Algorithm?
- Search Engine Penalties and Recoveries.
- Why a Search Engine Penalize a Website?

Advanced Search engine algorithms

- What is Google Panda Algorithm?
- What is Google Penguin?
- What is Google EMD Update?
- How to save your site from Google Panda, Penguin and Emd Update?
- How to Recover your site from Panda, Penguin and EMD?

Discussion on Basic tools:

- Alexa
- Domain tools
- Small SEO tools
- Plagiarismchecker.com
- SEM rush
- Majestic SEO
- MOZ- open site explorer.