

# SEO COURSE OUTLINE

## INTRODUCTION

- SEO Introduction
- Why SEO is Important
- Types Of SEO

## TOOLS OPERATIONS AND MANAGEMENT

- Google Webmaster Setup and Management
- Bing Webmaster Setup and Management
- Google Analytics Overview
- Alexa Insights and Ranking
- Google Keyword Tool
- Competitors Research Analysis tools
- Website Speed Optimization Tools

## ON PAGE OPTIMIZATION

- Basic Fundamentals
- Meta Tags Creation
- Heading Tags ( H1, H2, H3)
- 404 error and 301 redirect
- Content Optimization
- Image Optimization
- Social Media Page Integration
- HTTPS and HTTP
- Rich Snippets
- Anchor Text Creation
- Robot.txt Creation
- Sitemaps Creation and Submission

## OFF PAGE OPTIMIZATION

- Guest Blogging
- Local Directory Submissions/Citation
- Search Engines Submissions
- Social Bookmarking Tips and Techniques
- Discussion Boards
- Classified Posting
- Link Baiting
- Infographics
- Video Submission
- Blog Creation and Optimization

## GOOGLE UPDATES

- Panda Update
- Penguin Update
- Hummingbird Update
- Pigeon Update
- Mobile Update
- Rank Brain Update
- Possum Update
- Fred Update

## KEYWORDS CONCEPTS

- Keywords Basics
- Focus and LSI Keywords
- Keyword Research
- Keyword Placement
- GKPT (Google Keyword Planner Tool)

SEARCH  
ENGINE  
OPTIMIZING

PIDM