

Search Engine Optimization:

Syllabus

1.What is Search Engine Optimization

2.Why SEO is Important

3.How Google Search Engine Works?

4.Key Components of SEO

5.Types of SEO

a)Technical SEO

b)On Page SEO

c) Off Page SEO

1) Technical SEO

i) What is Technical SEO

ii) Why Technical SEO is Important?

iii) Key Components of Technical SEO

(i) Create SEO friendly site architecture

(ii) Submit your sitemap to google

(iii) Ssl certifications

(iv) Improve your page speed

(v) Check your website Mobile friendly

(vi) Implement structured data

(vii) Find and fix duplicate content

(viii) Find and fix broken pages

(ix) Optimize for core webvitals

iv) Benefits of Technical SEO

2) On Page SEO

v) What is On page SEO

vi) Why is on page SEO important?

vii) On page seo checklist?

- a. Include your keyword in URL**
- b. Use Short URLs**
- c. Front-Load Your Keyword In Your Title Tag**
- d. Embed Title Tag Modifiers**
- e. Use Your Keyword Once In The First 150 Words**
- f. Use Your Keyword in H1, H2 or H3 Tags**
- g. Optimize Images**
- h. Use Synonyms and LSI Keywords**
- i. Use External Links**
- j. Use Internal Links**

viii) Benefits of ON page SEO

3) What Is Off-Page SEO?

a) What is Off page SEO

b) Why Off Page SEO is Important?

c) Off Page SEO checklist

- 1.1.1.1.1. Audit Your Backlink Profile**
- 1.1.1.1.2. Analyze Your Competitors' Link Profiles**
- 1.1.1.1.3. Build High-Quality Links**
- 1.1.1.1.4. Optimize for Local SEO**
- 1.1.1.1.5. Earn Brand Mentions**
- 1.1.1.1.6. Share Content on Social Media**
- 1.1.1.1.7. Collaborate with Influencers**
- 1.1.1.1.8. Be Active in Forums**

d) Tracking Off-Page SEO Sources

e) Benefits of Off-page SEO

4) White Hat and Black Hat SEO

5) SEO Strategy

6) SEO Checklists : Tips to Optimize your Website