

# SEO SYLLABUS

<p><b>1. Introduction to SEO</b></p> <ul style="list-style-type: none"> <li>• What is SEO? • Importance of SEO • Types of SEO • Organic vs Paid Results • How Search Engines Work • Crawlers &amp; Indexing • SERPs Overview</li> </ul>	<p><b>8. Google Search Console &amp; Webmaster Tools</b></p> <ul style="list-style-type: none"> <li>• Google Search Console Setup • Dashboard Overview • Clicks &amp; Impressions Analysis • Sitemap Submission • Robots.txt Creation • URL Inspection Tool • Fixing Crawling Errors • Bing Webmaster Tools</li> </ul>
<p><b>2. Keyword Research &amp; Planning</b></p> <ul style="list-style-type: none"> <li>• What is Keyword Research? • Types of Keywords • Long Tail &amp; LSI Keywords • Google Suggestions • Keyword Research Tools • Competitor Keyword Analysis • Keyword Selection Strategy</li> </ul>	<p><b>9. Off Page SEO</b></p> <ul style="list-style-type: none"> <li>• Introduction to Off Page SEO • Backlinks &amp; Link Building • Do-Follow &amp; No-Follow Links • DA, PA &amp; Page Rank • Link Juice Concept • Guest Posting • Blog Commenting • Forum Participation • Directory Submissions • Social Bookmarking • Link Building Report</li> </ul>
<p><b>3. On Page SEO Optimization</b></p> <ul style="list-style-type: none"> <li>• Meta Title &amp; Description Optimization • Heading Tags Optimization • Alt Tag Optimization • Anchor Tag Optimization • Canonical Tags • SEO Friendly URLs • Internal Linking Strategy • Content Optimization • Yoast SEO Plugin</li> </ul>	<p><b>10. Local SEO (Google Business Profile)</b></p> <ul style="list-style-type: none"> <li>• Introduction to Local SEO • Google Business Profile Setup • NAP Optimization • Local Keyword Strategy • Citation Building • GMB Ranking Factors • Local SEO Analytics</li> </ul>
<p><b>4. Technical SEO</b></p> <ul style="list-style-type: none"> <li>• Importance of Technical SEO • Indexing Issues • Crawl Optimization • Page Speed Optimization • Mobile Friendliness • Schema Markup • HTTPS &amp; Security • Redirections • Duplicate Content Fixing • Fixing Broken Links &amp; 404 Errors</li> </ul>	<p><b>10. Google Analytics (GA4) for SEO</b></p> <ul style="list-style-type: none"> <li>• Introduction to Google Analytics 4 • GA4 Setup &amp; Property Configuration • Installing Tracking Code • Understanding Dashboard • Traffic Acquisition Reports • User Behaviour Analysis • Landing Page Performance • Goal &amp; Conversion Tracking • Event Tracking • SEO Performance Measurement • Bounce Rate, Sessions &amp; Engagement Rate • Creating Custom Reports</li> </ul>
<p><b>5. Website Planning &amp; WordPress SEO</b></p> <ul style="list-style-type: none"> <li>• Domain &amp; Hosting Selection • SEO Friendly Domain Strategy • CMS Introduction (WordPress) • WordPress Installation • Essential SEO Plugins • Website Structure Planning</li> </ul>	<p><b>11. SEO Tools Training</b></p> <ul style="list-style-type: none"> <li>• Google Tag Manager Basics • MozBar Chrome Extension • Screaming Frog • SEMrush Overview • Ahrefs Overview • Website Audit Tools</li> </ul>
<p><b>6. Content Marketing for SEO</b></p> <ul style="list-style-type: none"> <li>• What is Content Marketing? • Content Strategy • Content &amp; Marketing Funnel • SEO Content Writing • AI-Powered Content Creation • Content Promotion &amp; Reporting</li> </ul>	<p><b>12. Website Audit &amp; Reporting</b></p> <ul style="list-style-type: none"> <li>• What is Website Audit? • Complete SEO Audit Checklist • Manual Issue Checking • Technical Audit Process • On Page Status Report Creation • Audit Report Preparation</li> </ul>
<p><b>7. Advanced SEO Techniques</b></p> <ul style="list-style-type: none"> <li>• White Hat SEO • Grey Hat SEO • Black Hat SEO • Google Algorithms &amp; Updates • Amazon SEO • YouTube SEO • Mobile SEO</li> </ul>	<p><b>13. AI in SEO &amp; ORM</b></p> <ul style="list-style-type: none"> <li>• AI-Driven SEO Tools • AI for Keyword Research • AI for Content Optimization • Online Reputation Management (ORM) • Handling Negative Reviews • AI Tools for Brand Monitoring</li> </ul>