

# SEO Syllabus For 6 Months

## Day 1 to 7

### Basics for SEO

- What is Domain
- History of Google
- What is Web Server
- Basic Knowledge of World Wide Web

## Day 8 to 14

- Domain Extension
- Search Engines
- Domain Registering and Hosting
- What is Crawling
- What is Indexing

## Day 15 to 21

- What is SERP
- Google Algorithms
- Google Crawler
- How does Google Works

## Day 22 to 28

- What is SEO
- Need of SEO
- Types of SEO Techniques
- Techniques of SEO
- SEO Backend Work

## Day 29 to 35

- What are doorway pages?
- What is anchor text?
- What is Image Alt Text?
- What is Domain Authority?
- What is keyword density?

## Day 36 to 42

- **SEO Tools**
- Keyword Density Analyzer Tools
- Google Tools
- Yahoo / Bing Tools
- Rich Snippet Text Tools
- Comparison Tools
- Link Popularity Tools
- Search Engines Tools
- Site Tools
- Miscellaneous Tools
- Popular SEO Tools

## Day 43 to 49

### SEO Research & Analysis

- Market Research
- Keyword Research and Analysis
- Keyword opportunity
- Competitors Website Analysis
- How to Choose Best Keywords
- Tools available for Keyword Research
- Google Adwords

## Day 50 to 56

### Website Design SEO Guidelines

- Content Research
- Content Guidelines
- Content Optimization
- Design & Layout
- XML Sitemap / URL List Sitemap

## Day 57 to 63

### SEO Tools

- Keyword Density Analyzer Tools
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## Day 64 to 70

### The Page Title

- Meta Descriptions & Meta Keywords
- Headings
- Bold Text
- Domain Names & Suggestions
- Canonical Tag
- Meta Tags
- Images and Alt Text
- Duplicate Text
- Server and Hosting Check
- Robots Meta Tag
- 301 Redirects
- 404 Error
- Text To HTML Ratio
- Speed optimization
- AMP
- Mobile Friendly Website

## Day 71 to 77

### Off-Page Optimization

- Page Rank
- Link Popularity
- Link Building in Detail
- Directory Submission
- Social Bookmark Submission
- Blog Submission
- Articles
- Blogs
- Press Release

## Day 78 to 84

### Analytics

- Google Analytics
- Installing Google Analytics
- How to Study Google Analytics
- How Google Analytics can Help SEO

## Day 85 to 91

### Google Analytics

- Importance of Google Analytics
- Fundamentals of Google Analytics
- How to Track Landing Pages
- How to Track Location
- User Tracking
- Tracking Conversions
- Monitoring Website Performance
- Monitoring Visitors Behavior
- Setting up Goals and Funnels

Other Analytics Platforms

## Day 92 to 98

### Google Search Console

- Identify links coming to your site(backlinks)
- Identify keywords for which your website is triggered
- Warnings and notifications- can inform about a malware attack, malicious links
- Helps you find broken links on your site

## Day 99 to 105

### Google Search Console

- Allows you to submit sitemap to google
- Identify bot crawling issues
- Helps submit robots.txt to google
- Allows you to geographically target your site
- Find top landing pages

## Day 113 to 119

### Advance SEO

### Site Audits

- Indexation
- Accessibility
- Content assessment
- Goals assessment

## Day 127 to 133

- Google Trends and insight
- Online Advertisement
- Web Traffic
- Textual Advertisement

## Day 141 to 147

- Things Google Can Track
- Ad Writing Tips
- Dependency on Free Traffic
- Affiliate Sites & Passive Income Streams

## Day 155 to 161

- Free Links & Buying Links
- Text in Incoming Links
- Exchanging Links
- Requesting Links
- Evaluating the Quality of a Link
- Free Links & Buying Links

## Day 106 to 112

### SEO Reporting

- Google analysis
- Tracking and Reporting
- Reports Submission
- Securing Ranks

## Day 120 to 126

- Websites vs Portals
- Architecture of Website
- Website Designing Basics
- Difference between dynamic & static website
- Target Segmentation

## Day 134 to 140

- Interactive Elements
- Some Notes
- Learning Your Subject
- Changing Your Site
- Copywriting
- Usability
- Generating Revenue

## Day 148 to 154

- Questions, Comments & Concerns
- Interactive Elements
- Finding Prospects
- Interactive Elements

## Day 162 to 168

## Summary of All Syllabus