

Basic SEO Course Outline

LEC#1: Overview of SEO

- What is SEO?
- Purpose of SEO
- History Of SEO
- Types of SEO
- What is Google Bot (Google Crawler)
- How does Google Search Engine work?
- Advantages of High Ranking

LEC#2: Keywords Research

- What are Keywords?
- Importance of Keyword Research
- How to find ranking keyword of competitor?
- Types of Keywords
- Which Tools we use to find keywords

LEC#3: ON Page SEO

- What is On Page SEO?
- Use of Keyword in On page SEO
- What is Meta Title and how to right it?
- What is Meta Description and how to right it?
- What are (H1, h2, h3, h4) tags?

LEC#4: Technical SEO

- Page Speed Analysis
- What is Robots.txt file & how to create it?
- How to add and verify website in Google Search console?

LEC#5: OFF Page SEO

- Profile Creation
- Business Listing
- Forum Posting
- Web 2.0
- Guest Posting
- Bookmarking
- Comment Backlinking

LEC#6 Tips and Tricks for Doing SEO Projects

- SEO project Hunting
- Impressive Client Making/Handling
- Principles of Project Initiation

LEC#7: How to start SEO work in Company/Firm

- Pre-Audit Report
- Set Target for website according to Domain Age
- Working Procedure for New Domain and Old Domain