

SEO SYLLABUS

Module 1: Introduction to SEO

- What is SEO and how it works
- Importance of SEO in digital marketing
- Types of SEO (On-page, Off-page, Technical)
- How search engines like Google work
- SEO terminology and concepts

Module 2: Keyword Research

- What are keywords
- Types of keywords (short-tail, long-tail)
- Keyword research techniques
- Tools like Google Keyword Planner
- Competitor keyword analysis

Module 3: On-Page SEO

- Title tags and meta descriptions
- Heading tags (H1–H6)
- URL structure
- Internal linking
- Image optimization (alt tags)
- Content optimization

Module 4: Technical SEO

- Website speed optimization
- Mobile-friendly design
- XML sitemap
- Robots.txt

- Canonical tags
- HTTPS & security

Module 5: Off-Page SEO

- Backlink building
- Directory submission
- Social bookmarking
- Guest posting
- Forum posting
- Link building strategies

Module 6: Content SEO

- Writing SEO-friendly content
- Keyword placement
- Content structure
- Blogging strategies
- Avoiding duplicate content

Module 7: Local SEO

- Google My Business optimization
- Local citations
- Location-based keywords
- Reviews and ratings

Module 8: SEO Tools

- Google Search Console
- Google Analytics
- SEO audit tools
- Rank tracking tools

Module 9: SEO Analytics & Reporting

- Traffic analysis
- Keyword ranking tracking
- Bounce rate and user behavior
- Generating SEO reports

Module 10: E-commerce SEO

- Product page optimization
- Category page SEO
- Schema markup basics
- Conversion optimization

Module 11: Advanced SEO Techniques

- Schema markup
- Voice search optimization
- Featured snippets
- Core Web Vitals

Module 12: SEO Strategy & Planning

- Competitor analysis
- SEO planning
- Content calendar
- Long-term SEO strategy

Module 13: SEO for Different Platforms

- WordPress SEO
- YouTube SEO
- App Store Optimization (ASO)

Module 14: SEO Best Practices & Updates

- Google algorithm updates
- White-hat vs black-hat SEO
- SEO trends

Module 15: Real-World Projects

- Website SEO audit
- Keyword research project
- On-page optimization project
- Backlink strategy implementation