



SEO

SYLLABUS

Topics Covered

1. What is SEO
2. Need of SEO ?
3. SEO – Fundamental Principals
4. SEO Tools
5. Support Tools for SEO
6. Learn Basic Graphic Design
7. Domain Registration
8. What is Word Press?
9. How to build Website using Word press
10. Learn basic Word press Plugins for SEO
11. Types Of SEO
12. Technical SEO
13. On-Page SEO
14. Off-Page SEO
15. Content SEO

16. Local SEO

17. Mobile SEO

18. E-Commerce SEO

19. INTERNATIONAL SEO

20. IMMIGRATION SEO

21. Advantages and Disadvantages of SEO

22. Search Engine Market share

23. How to deal with a negative SEO attack

24. SEO Techniques and SEO Strategy

25. SERP

26. When looking at SERP results, it's important to keep in mind the following

27. KEYWORD RESEARCH

28. GOOGLE SEO

29. RANKING FACTOR

30. SEO COPY WRITING

31. LINK BUILDING

32. SEARCH CONSOLE

33. RANKING FACTORS

34. CAREER CONSULTANT

35. Link Building STRATEGIES