SEO Syllabus

Basics for SEO

✔ What is Domain
✔ Basic Knowledge of World Wide Web
✔ Difference between Portal and Search Engines
✔ What is SEO
✔ Types of SEO Techniques
✔ Black hat techniques
✔ White Hat techniques
✔ How Search Engine works

SEO Research & Analysis

✔ Market Research
✔ Keyword Research and Analysis
✔ Keyword opportunity
✔ Competitors Website Analysis
✔ SWOT Analysis of Website
✔ How to Choose Best Keywords
✔ Tools available for Keyword Research

Website Design SEO Guidelines

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

On-page Optimization

✔ The Page Title
✔ Meta Descriptions & Meta Keywords
✔ Headings
✔ Bold Text
✔ Domain Names & Suggestions
✔ Canonical Tag
✔ Meta Tags
✔ Images and Alt Text
✔ Internal Link Building
✔ The Sitemap
✔ Invisible Text
✔ Server and Hosting Check
✔ Robots Meta Tag

- ✔ Doorway Pages
- ✔ 301 Redirects
- ✔ 404 Error
- ✔ Duplicate content

Off-page Optimization

- ✔ Page Rank
- ✔ Link Popularity
- ✔ Link Building in Detail
- ✔ Directory Submission
- ✔ Social Bookmark Submission
- ✔ Blog Submission
- ✔ Articles
- ✔ Links Exchange
- ✔ Reciprocal Linking
- ✔ Posting to Forums
- ✔ Submission to Search Engine
- ✔ RSS Feeds Submissions
- ✔ Press Release Submissions
- ✔ Forum Link Building
- ✔ Competitor Link Analysis

Analytics

- ✔ Google Analytics
- ✔ Installing Google Analytics
- ✔ How to Study Google Analytics
- ✔ Interpreting Bars & Figures
- ✔ How Google Analytics can Help SEO
- ✔ Advanced Reporting
- ✔ Webmaster Central & Bing/Yahoo
- ✔ Open Site Explorer
- ✔ Website Analysis using various SEO Tools available

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

SEO Reporting

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