

THE FUTURE TRACK

COMPUTER EDUCATION

# SEO Course



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# SEO SYLLABUS

## INTRODUCTION TO SEO

- What is SEO?
- Importance of SEO in Digital Marketing
- How Search Engines Work
- Types of SEO (On-page, Off-page, Technical SEO)
- Search Engine Algorithms (Google, Bing, etc.)

## KEYWORD RESEARCH

- Importance of Keyword Research
- Tools for Keyword Research (Google Keyword Planner, Ubersuggest, SEMrush, Ahrefs)
- Understanding Search Intent
- Long-tail Keywords vs Short-tail Keywords
- Competitor Keyword Analysis

## ON-PAGE SEO

- Meta Tags Optimization (Title, Description, etc.)
- URL Structure Optimization
- Header Tags (H1, H2, H3)
- Keyword Placement and Density
- Internal Linking Strategy
- Optimizing Images (Alt Text, File Names)
- Content Optimization (Readability, LSI Keywords)
- User Experience (UX) Factors for SEO

## OFF-PAGE SEO

- Link Building (Types of Links: DoFollow, NoFollow)
- Strategies for Acquiring Quality Backlinks
- Social Signals and Their Impact on SEO
- Guest Blogging and Outreach
- Influencer Marketing for Link Building
- Monitoring Backlinks (Tools: Ahrefs, Moz, SEMrush)

# SEO SYLLABUS

## TECHNICAL SEO

- Website Speed Optimization (Page Load Time, Caching, Compression)
- Mobile Friendliness (Responsive Design)
- Sitemap Creation and Submission
- Robots.txt File Optimization
- Canonicalization
- Handling 404 Errors and Redirects (301, 302)
- Structured Data (Schema Markup)

## LOCAL SEO

- Google My Business Setup and Optimization
- NAP (Name, Address, Phone Number) Consistency
- Local Citations and Listings
- Local Keyword Research
- Reviews and Reputation Management
- Local Link Building Strategies

## SEO TOOLS

- Google Search Console
- Google Analytics for SEO Insights
- SEMrush, Ahrefs, Moz
- Screaming Frog for Technical SEO Audits
- Yoast SEO Plugin for WordPress

## SEO FOR CONTENT

- Creating SEO-Optimized Content
- Blogging and SEO
- Optimizing Blog Posts for Search Engines
- Content Calendar for SEO
- Content Distribution and Promotion

# SEO SYLLABUS

## MOBILE SEO

- Mobile-First Indexing
- AMP (Accelerated Mobile Pages)
- Optimizing for Mobile Users
- Mobile SEO Best Practices

## ADVANCED SEO TECHNIQUES

- Voice Search Optimization
- Video SEO
- Rich Snippets and Featured Snippets
- SEO for E-commerce
- International SEO (Hreflang, Multi-language SEO)

## MEASURING SEO SUCCESS

- SEO KPIs (Traffic, Bounce Rate, Conversion Rate)
- Ranking Monitoring Tools (SEMrush, Ahrefs)
- Analyzing Competitor Performance
- Reporting SEO Results to Clients/Stakeholders

## SEO TRENDS AND FUTURE

- AI in SEO (Chatbots, AI-Generated Content)
- EAT (Expertise, Authoritativeness, Trustworthiness)
- Zero-Click Searches
- Core Web Vitals

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