

SEO Training Course Outline

Module 1: Introduction to SEO

- Understanding Search Engines
- Importance of SEO in Digital Marketing
- Evolution of Search Engine Algorithms
- Key SEO Terminology

Module 2: Fundamentals of Search Engines

- How Search Engines Work
- Crawling, Indexing, and Ranking
- Search Engine Result Pages (SERPs)
- Importance of Organic vs Paid Search

Module 3: Keyword Research

- Importance of Keywords in SEO
- Types of Keywords: Short-tail vs Long-tail
- Tools for Keyword Research
- Competitor Analysis for Keyword Selection

Module 4: On-Page SEO

- Title Tags, Meta Descriptions, and Headings
- URL Structure Optimization
- Image Optimization
- Internal Linking Strategies
- Content Optimization Best Practices

Module 5: Off-Page SEO

- Importance of Backlinks
- Link Building Strategies
- Social Media Signals
- Online Reputation Management

Module 6: Technical SEO

- Website Architecture and Structure
- Mobile Optimization
- Page Speed Optimization
- Schema Markup

Module 7: SEO Analytics and Reporting

- Setting up Google Analytics
- Tracking Key Metrics
- Conversion Tracking

- Monthly Reporting Best Practices

Module 8: Local SEO

- Importance of Local Search
- Google My Business Optimization
- Local Citations and NAP Consistency
- Customer Reviews and Ratings

Module 9: SEO for E-Commerce

- Product Page Optimization
- Category Page SEO
- Handling Duplicate Content
- E-Commerce SEO Best Practices

Module 10: Advanced SEO Techniques

- Voice Search Optimization
- Featured Snippets and Rich Snippets
- Structured Data Markup
- Video SEO Strategies

Module 11: SEO Tools and Resources

- Introduction to SEO Tools
- Google Search Console
- SEO Plugins for Content Management Systems
- Staying Updated with Industry Trends

Module 12: Case Studies and Practical Application

- Analyzing Successful SEO Campaigns
- Hands-On SEO Exercises
- Q&A and Problem-Solving Sessions

Certification Exam

- Review of Course Material
- Practical Exam
- Awarding of SEO Certification