SEO Course Content

- **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
  - Grey Hat Techniques How
  - Search Engine
  - Works Doorway
  - Pages Cloaking
  - 301 Redirects
  - 302 Redirects
  - 404 Error
  - Duplicate Content
- **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**
  - Domain Names & Suggestions

- Design & Layout
- Content Research
- Content Guidelines
- Content Optimization

- **On-page Optimization**
  - Website Structure Analysis
  - Keyword Research
  - Page Title
  - Meta Tag
  - Meta Descriptions
  - Headings
  - Keyword Density Analyzer Tools
  - Bold Text
  - Canonical Tag
  - Images Tag
  - Alt Title Anchor Tex
  - Internal Link Building
  - Robots.txt
  - Creating an HTML and XML Sitemap
  - HTML validation using W3C
  - Google Analytic Setup
  - Google Webmaster Setup
- **Off-page Optimization**
  - Page Rank
  - Link Building
  - 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
- Image Submission
- Video Submission
- PPT Submission

➢ **SEO Tools**
- Google / Yahoo / Bing Tools
- Comparison Tools
- Link Popularity Tools
- Search Engines Tools
- Site Tools
- Miscellaneous Tools

➢ **SEO Reporting**
- Google Analysis
- Tracking and Reporting
- Reports Submission
- Securing Ranks

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