

SEO

COURSE OVERVIEW

MODULE 1: Basics of SEO

- What is SEO?
- Benefits of SEO
- How Search Engine work?
- Difference between Blogger and Vlogger?
- Niche
- Types Of Niche
- Understanding the SERP and
- Search Operators

MODULE 2: Website

- What is a Website?
- Use of Website
- How many Websites are the online?
- Types of Websites and its functionality
- Basic things to create a Website
- How to choose the right Platform to create a Website?
- How to select a Domain Name?
- What is Hosting?
- Types of Hosting
- How to purchase a Domain Name?

MODULE 3: Website Design

- Install a Theme
- Page Creation
- Page Designing

MODULE 4: Keyword Research and Analysis

- What is keyword Research?
- Benefits of Keyword Research
- Types Of Keywords
- Keyword Methodology
- Google Keyword Planner Tool
- How to use Keywords

MODULE 5: On-Page SEO

- Google Website Guidelines
- Fundamental of On Page
- Domain Name Optimization
- URL Optimization
- Meta Tag Optimization
- Headlings and Footer
- Optimization
- SEO Content Writing

MODULE 6 : Off Page SEO

- ◆ What are Backlinks in SEO
- ◆ Why Backlinks are important in SEO?
- ◆ How to generate Backlinks?
- ◆ How to find competitor's Backlinks?

MODULE 7 : Technical SEO

- ◆ Introduction to Technical SEO
- ◆ HTML Sitemap vs. XML Sitemap
- ◆ Redirects
- ◆ Robots.txt file

MODULE 8 : Google Search Console Google Analytics for SEO

- ◆ What is Search Console?
- ◆ Website Verifiacion
- ◆ Where your Pages are Ranking?
- ◆ Introduction of Google
- ◆ Analytics 4
- ◆ Setting up Google Analytics 4
- ◆ How to connect GA4 to your Website Data Stream?
- ◆ How to use Google Search Console and Google Analytics together?

