

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

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

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

