



SEO COURSE CONTENT

SEO (Search Engine Optimization)

Website Basics Class:

- What is Domain & Types
- T.L.D & S.L.D Domain
- Domain Registration
- What is Web Hosting Server
- Windows Server
- Linux Server
- Sharing, Reseller, Cloud
- what is http, https
- What is Website?
- Dynamic, Static Websites

Search Engine Basics:

- What is Search Engine?
- How Search Engine Works
- Google Search Engine History

Google Search Engine Updates:

- Google Penguin Algorithm
- Google Panda Algorithm
- Google Hamming Bird Algorithm
- Google Page Rank
- Google SERP Positions
- What is SEO
- Why do SEO
- Crawler, Indexer, Robots

Website & Competitor analysis:

- Google Keyword Tool
- High, Medium, Low Competitor
- Global, Monthly Searches
- Free Keyword Tools



On Page Optimization:

- Meta Title
- Meta Keywords
- Meta Description
- Header tags
- image Alt Tag
- Anchor text
- Keyword Density, Keyword Stuffing, Keyword Prominence
- Canonical Form
- Robots.txt File
- XML Sitemap(Search Engine Purpose)
- HTML Sitemap(User Purpose)
- 301,302,404 Errors
- Footer Optimization
- RSS Feeds

Off Page Optimization:

- What is Link Building
- One way link building
- White Hat Link Building
- Black Hat Link Building
- Two Way or Reciprocal link
- Bookmarking Submissions
- Press Releases Submissions
- Search Engine submissions
- Article Submissions
- Classified posting
- Forum Posting
- Blog Comments
- Google, Yahoo Groups
- Blog Creation
- WEB 2.0 Sites
- Google Places / Local Places Listing:
- Places.google.com
- Maps Google
- Reviews

Reports & Tools:

- Google Analytics
- Webmaster Tool

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