

1st Internal Syllabus for SEO (Search engine optimization)		
Chap 1	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.
Chap 2	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.
Chap 3	Website Design SEO Guidelines:	Content Research, Content Guidelines, Content Optimization, Design & Layout, XML Sitemap / URL List Sitemap.