

## **2<sup>nd</sup> Internal Syllabus for SEO (Search engine optimization)**

<b>Chap:4 On-page Optimization</b>	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, 301 Redirects, 404 Error, Duplicate content.
<b>Chap:5 Off-page Optimization</b>	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.