

Theory:-

[What is SEO: A Complete Guide to Search Engine Optimization \(simplilearn.com\)](https://www.simplilearn.com/what-is-seo-a-complete-guide-to-search-engine-optimization-10178610.html)

[On Page SEO Optimization | Definition, Importance and Strategies \(geeksforgeeks.org\)](https://www.geeksforgeeks.org/on-page-seo-optimization-definition-importance-and-strategies/)

[Off Page SEO | Definition, Importance and Strategies - GeeksforGeeks](https://www.geeksforgeeks.org/off-page-seo-definition-importance-and-strategies/)

<https://youtu.be/7epUGFEdrP8?si=ZTZBNiDPmKcFJEXH>

Learning Ahrefs:-

<https://youtu.be/BWPVbClfDsl?si=Bjo6hWSxEhQDVE5p>

Overview of key SEO concepts including keywords, on-page optimization, and link building:-

https://www.youtube.com/watch?v=xsVTqzratPs&list=PLvJ_dXFSpd2skLjxy0QRHwa9MS4xzFIIs&pp=iAQB

Content Marketing:

https://youtu.be/0R_3iarc8IA?si=v1ddqNI5U40KCwHE

<https://youtu.be/SKyKvGxpBYg?si=e3H64BWA72OPD6N8>

Application:

Keyword Research

https://youtu.be/x5IJ0APR0EQ?si=VhGZLKp-YD_EQuAl

[Nykaa's Digital Marketing Strategies - Case Study \(digitalscholar.in\)](https://digitalscholar.in/nykaa-digital-marketing-strategies-case-study/)