**Search Engine Optimization (SEO)**

**Month 1: Introduction to SEO and On-Page Optimization**

Week 1: Introduction to SEO

* Overview of search engines and their role
* Importance of SEO in digital marketing
* Basics of search engine algorithms

Week 2-3: Keyword Research and Selection

* Importance of keywords in SEO
* Tools for keyword research
* Long-tail keywords and user intent

Week 4-5: On-Page Optimization

* Title tags, meta descriptions, and header tags
* URL structure and internal linking
* Image optimization and alt text

Week 6: Technical SEO

* Crawling and indexing
* XML sitemaps and robots.txt
* Page speed optimization

**Month 2: Off-Page Optimization and Advanced SEO Techniques**

Week 1-2: Link Building

* Importance of backlinks in SEO
* Strategies for ethical link building
* Tools for analyzing backlink profiles

Week 3-4: Local SEO and Mobile Optimization

* Optimizing for local search
* Google My Business optimization
* Mobile-friendly websites and responsive design

Week 5: SEO Analytics and Reporting

* Google Analytics setup and basics
* Monitoring website performance
* Reporting and key performance indicators (KPIs)

Week 6: Final Project and Emerging Trends

* Guided work on an SEO project
* Emerging trends in SEO
* Final presentations and feedback