

Final Changes Required in Darshan University SEM & SEO Syllabus (Based on TOPS Technologies Course Content)

1. Advanced SEO

- Google Algorithm Updates (Panda, Penguin, Pigeon, Caffeine, RankBrain, BERT)
- SEO Types: Black Hat, White Hat, Grey Hat
- Advanced On-Page SEO: Schema Types, JSON-LD, Product/Service Schema
- Advanced Technical SEO: Crawl Budget, Canonicalization, Duplicate Content, Mobile-first Indexing, Core Web Vitals
- Website Architecture & Silo Structure
- E-commerce SEO and International SEO (hreflang)

2. Extensive Off-Page SEO

- Guest Posting, Article Submission, Social Bookmarking
- PDF/PPT Submission, Video Submission, Forum Posting
- Directory Submission, Classifieds, Infographics Submission
- Broken Link Building, HARO, Disavow File Management

3. Deep SEO Audit

- Screaming Frog Audit
- SEMrush Backlink Audit
- Google PageSpeed Insights
- GTMetrix Audit
- Competitor Backlink Audit
- SEO Reporting via Google Data Studio

4. Google Analytics & Tag Manager

- GA4 Setup & Analysis
- Event and Goal Tracking
- Behavior Flow, Traffic Source Analysis
- Google Tag Manager full module

5. Google Ads – Full PPC Module

- AdWords Account Setup, Billing, Campaign Structure
- Targeting settings (Devices, Location, Scheduling)

- Display Ads, Video Ads, Remarketing

- Google Merchant Center & AdMob

6. Voice Search Optimization

- Conversational SEO techniques

- Long-tail voice intent optimization

7. E-commerce SEO

- Product and category page optimization

- Internal linking for e-commerce

- Review & UGC optimization

8. WordPress Website Setup

- Hosting, Domain Setup

- Theme, Plugin, Page Creation

- Technical SEO setup on WordPress

9. Social Signals Integration

- Facebook Pixel Setup

- Social Media Signals impact on SEO

10. Advanced Keyword Research

- Keyword Proximity, Prominence, Density, Cannibalization

- LSI Keywords

- Competitor Keyword Extraction

11. Industry-Level Project Work

- Full SEO Audit Report

- Media Plan

- SEM Strategy

- Complete Ad Copy & Campaign Execution