

Day 4 – Advanced SEO Techniques

Topic: On-Page and Off-Page SEO

Building on the previous day, today we explored **technical SEO**, **backlink building**, and **content optimization**. We discussed how website loading speed, mobile-friendliness, and internal linking impact search rankings.

Mr. Navneet shared real-world case studies of SEO success stories and guided us through writing optimized blog content.

Practical Work / Activities:

- Implemented on-page SEO on a sample web page.
- Practiced backlink research using online tools.
- Evaluated a website's SEO score.

Key Takeaways:

- Learned practical SEO implementation.
- Understood importance of backlinks and domain authority.
- Realized that SEO is a long-term strategy requiring consistency.