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SEO Training Syllabus

Basics of SEO

- What is a Domain?
- Basic Knowledge of the World Wide Web
- Difference between Portals and Search Engines
- Types of SEO Techniques
    - Black Hat Techniques
    - White Hat Techniques
    - Grey Hat Techniques
    - Negative SEO
- How Search Engines Work
    - Crawling
    - Indexing
    - Caching
- Page Speed Optimization

SEO Research & Analysis

- Market Research
- Keyword Research and Analysis
- Keyword Opportunities & Tools
- Competitor Website Analysis
- SWOT Analysis of Website
- Search Engine Commands
- Search Engine Algorithms

Website Design SEO Guidelines

- Content Research and Optimization
- Design & Layout Optimization
- XML Sitemap / URL List Sitemap
- Search Engine-Friendly Content Development

On-Page Optimization

- Page Title & Meta Tags Optimization
- Headings, Bold Text, Domain Name Suggestions
- Canonical Tag, Meta Descriptions & Keywords
- Images, Alt Text & Internal Link Building
- Sitemap Optimization
- Robots Meta Tag
- 301 & 302 Redirects
- Handling 404 Errors
- Duplicate Content
- PDF, PPT, MS-Word & Video Optimization

Off-page Optimization

- Page Rank & Link Popularity
- Link Building Techniques
  - Directory Submission
  - Blog Submission
  - Articles Submission
  - Reciprocal Linking
  - Forum Posting
  - RSS Feeds Submissions
  - Press Release Submissions
- Competitor Link Analysis

Google My Business (GMB) Optimization

- Setting Up and Verifying GMB Listings
- Managing Business Information
- Importance of Reviews and Ratings
- GMB Insights and Analytics
- Local SEO Strategies for GMB

Analytics & Reporting

- Google Analytics Setup & Interpretation
- Advanced Reporting
- Webmaster Tools (Google, Bing/Yahoo)
- Open Site Explorer
- Website Analysis using various SEO Tools

SEO Tools

- Keyword Density Analyzer Tools
- Google Tools
- Yahoo / Bing Tools
- Rich Snippet Tools
- Link Popularity Tools
- Site Tools
- Miscellaneous SEO Tools

SEO Tracking and Reporting

- Google Analytics Reporting & Tracking
- Performance Reporting
- Securing Rankings