

Search Optimization Techniques (SOT) - TOC

1. An Overview of Search Engines and Search Optimization
 - a. Introduction
 - b. Evolution of SEO
 - c. SEO Basics
 - d. Search Engine Tools and Services
 - e. Myths and Misconceptions
 - f. SEO Terminologies
2. Keyword Research
 - a. Keywords Basics
 - b. Keyword Research Tools
3. Link Building
 - a. Types of Links
 - b. Link Building Tactics
4. SEO Strategies for Search Networks
 - a. Google
 - b. Bing
 - c. Yahoo
 - d. Other Search Networks
5. Tactics to Optimize
 - a. Content
 - b. Social Strategy
 - c. SEO for Mobile Phones
6. Optimizing Your Web Site
 - a. Search Engine Friendly Site Design and Development
 - b. SEO Recommendations
 - c. Local SEO
7. Measuring and Tracking Success
 - a. Evaluating Key Metrics
 - b. SEO Best Practices
 - c. Future of SEO
8. Case Study

Course Name: **Digital Marketing**

Module name: **Search Optimization Techniques**

Learning Objectives of the Module:

- To understand basics of Search Optimization
- To understand how Search Engines works
- To learn about keyword research and link building
- To understand SEO Strategies and tactics for Search networks
- To optimize you website for search engines and track its performance

Session Number	Session Name	Coverage	Theory Duration (Classroom+ Self-learning)	Lab Duration and Brief Description of Lab	Flipclass Videos Duration (Estimated)	Brief Description of Each Video	Demos Required and Brief Description of Each Demo	Any Resources / Prerequisites Required by Students for Training/Labs
1	An Overview of Search Engines and Search Optimization	<ul style="list-style-type: none"> • Introduction • Evolution of SEO • SEO Basics • Search Engine Tools and Services • Myths and misconceptions • The SEO terminologies 	1+1		20-25 min	An Overview of Search Engines and Search Optimization	Understanding Search Engines – 5min	NA
2	Keyword Research	<ul style="list-style-type: none"> • Keywords basics • Keyword research tools 	1+1	2	20-25 min	Link Building	Keyword Research – 2min	NA
3	Link Building	<ul style="list-style-type: none"> • Types of links • Link building tactics 	1+1	1	20-25 min	Keyword Research	Link Building - 1min	NA
4	SEO Strategies for Search Networks	<ul style="list-style-type: none"> • Google • Bing • Yahoo • Other search networks 	1+1	2	20-25 min	SEO Strategies for Search Networks		NA
5	Tactics to Optimize	<ul style="list-style-type: none"> • Content • Social strategy • SEO for Mobile Phones 	1+1	2	20-25 min	Tactics to Optimize		NA
6	Optimizing your Web Site	<ul style="list-style-type: none"> • Search engine friendly site design and development • SEO recommendations • Local SEO 	1+1	3	20-25 min	Optimizing Your Web Site		NA
7	Measuring and Tracking Success	<ul style="list-style-type: none"> • Evaluating key metrics • SEO Best Practices • Future of SEO 	1+1	2	20-25 min	Measuring and Tracking Success	Measuring and Tracking Success – 2 min	NA
8	Case Study		1+1		20-25 min	Success Stories		NA
			8+8	12				

(20-25 minutes video is required by client for every 2 hour of theory)