

SAAZ SKILLS INSTITUTE

Course Outlines: SEO

Duration: 03 Months

1st Month

1st week

1. Introduction to the course
2. What is search? Why is search so important
3. Introduction to Google and SEO: how many search engines are there? Which search engine are important
4. What is Google? Is it only a search engine or a company
5. History of Google and Bing search engine
6. How Google search works
7. What is search engine optimization
8. What are SEO ranking factors?
9. On page optimization VS off page optimization
10. Search VS Social Vs Digital marketing
11. White/grey /black/ hat SEO
12. Organic SEO VS SEM
13. How is SEO profession different than development and design
14. What is Content?
15. What is Google's mission
16. Difference between a search engine and answer Engine

2nd week

1. Google's Approach to search
2. Google search page structure
3. What makes the Google best search engine
4. SEO in the broader digital marketing sphere: Digital media and SEO
5. Difference between inbound and outbound marketing
6. keyword research: introduction to keywords
7. Types of keywords
8. What is keyword research
9. Google ads account for keyword planner tool
10. How to research keywords with free Google ads keyword planner
11. Expand the keywords into synonyms
12. Clean up your data from duplicate
13. Understand the commerciality of the keywords
14. Shortlist the right keywords into groups

3rd week

1. Keyboard research with some other free and paid tools
2. Restricted keyword in Google keyword planner tool
3. Keyword research using advanced tools
4. Basics of creating content for a website: difference between domain and hosting
5. What is HTML why is it important
6. What is CMS why is it important
7. Home page the most important page
8. Brand value and information
9. Number of pages
10. Are single page websites good for SEO
11. Getting started with own page optimization in SEO: what is on page optimization
12. How important is on page optimization
13. What is included in on page optimization
14. SEO: on page optimization page level factors : what are HTML meta tags
15. Keywords in HTML meta tags
16. Creating website content with shortlist keyword

4th week

1. Important of language in content
2. Optimizing content with keyword and synonym
3. Length of the content
4. Content heading H1 to H6
5. LSI keywords in content
6. Importance of images
7. Image types and sizes
8. Alt tags for images
9. Descriptive title , captions, and text for images
10. Image file name and urls
11. Relevancy and quality of the images
12. Use an image site map
13. Website se structure and its important
14. SEO human friendly URL
15. HTML site map

2nd Month

1st Week

1. XML site maps
2. XML sitemap creation and integration
3. Internal linking
4. Too many links to other website
5. Breadcrumb navigation
6. Robo.txt file
7. Content recency and frequency
8. What is content duplication how important is it
9. Avoiding content duplication with canonical tag

	10. What are SEO domain factors 11. Difference between TLD domain and sub domain 12. Keywords in the domain 13. Age of the domain ownership and history
2 nd week	1. What are the advanced on page optimization factor 2. Better website layout and user experience 3. Page loading speed 4. Mobile friendly website 5. What are rich snippets or structured data 6. rich snippets : recipe 7. rich snippets: reviews 8. Social SEO Facebook meta tags 9. Twitter meta tag 10. Secure your site with https 11. Implementation of boast SEO plugin 12. SEO optimization or link building: what is of page optimization or linked building
3 rd week	1. Different types of backlinks 2. Element of a backlinks 3. What are no follow links 4. Characteristic of linking domain 5. Characteristic of linking page 6. Characteristic of backlinks 7. How to get links naturally 8. Content creation and link building 9. Get links by offering free tools 10. Do paid link work in the long run 11. Link building with guest blogging 12. Avoid black hat link building technique 13. What is website audit 14. How to audit a website for SEO
4 th week	1. Creating a basic audit report for initial review 2. Google page speed insight tool 3. What is SEO project Management 4. SEO for clients VS SEO for your own website 5. What is steps are included in SEO project management 6. Create a list of relevant keyword 7. SEO optimise each page with keywords 8. Create a blog for long tail keyword 9. Create a link building plan

3rd Month

1st week

1. SEO reporting and clients communication
2. Help Google find your pages
3. Help visitor use your pages
4. Official being webmaster guidelines main SEO factor
5. Technical SEO
6. On page SEO
7. Researching keywords with Google trend
8. Google suggested keywords

2nd week

1. What are search operator
2. Some important search operator? What are Google maps
3. What is local SEO
4. Sign up for Google my business
5. Local SEO ranking signal
6. What is video SEO? How is it different from traditional seo
7. What makes YouTube the second biggest search engine
8. Different method to create video content
9. Keyword research for video
10. Videos on social media VS video on YouTube
11. What is difference between multiregional and multilingual website

3rd week

1. What is mobile SEO
2. Mobile keyboard research
3. App title app icon apps screenshot app description
4. Popular tools for aso
5. You can pay Google to rank high
6. As your professional climbing to rank you in 3 to 6 months

4th week

1. Voice based seo
2. Machine learning and artificial intelligence
3. Live audit website
4. How to create seo performance rate
5. Different ways to earn with SEO
6. How to qualify a good project on upwork
7. How to price your SEO services

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