



SEO Course Content

1. Search Engine and Basic

- 1.1. What are Search Engines and Basics?
- 1.2. Popular Search Engines.
- 1.3. Crawlers / Spiders
- 1.4. importance of Search Engines

2. Website and Basic

- 2.1. What is Website?
- 2.2. Working of Websites.
- 2.3. Domain Extensions and Sub-Domains
- 2.4. Schema.org

3. Keyword Research & Analysis

- 3.1. What is Keyword?
- 3.2. What is Keyword Density?
- 3.3. Various types of Keywords.
- 3.4. Google trends
- 3.5. Keywords Research & Analysis

4. On-Page Optimization

- 4.1. Meta Tag Optimization
- 4.2. Image optimization
- 4.3. Creating/uploading Robots file
- 4.4. Creating/uploading HTML & XML Sitemap
- 4.5. Bold & Italic Tag
- 4.6. 404 Error Redirects
- 4.7. 301 / 302 redirection
- 4.8. Competitor analysis
- 4.9. Pre/post-website analysis
- 4.10. Some Common SEO tools & plug-ins
- 4.11. Anchor Text
- 4.12. Heading tag

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5. Off-Page Optimization & Marketing

- 5.1. Blog Creation & Posting
- 5.2. Article Submission
- 5.3. Search Engine Submission
- 5.4. Directory Submission
- 5.5. Free Classifieds
- 5.6. Forum Postings
- 5.7. Social Bookmarking
- 5.8. Documents / PPT & PDF Sharing
- 5.9. Image Submissions
- 5.10. Press Releases Submission

6. Google Algorithm Updates

- 6.1. What is Google Panda?
- 6.2. What is Google Penguin?
- 6.3. Google Rank Brain
- 6.4. Google Humming Bird
- 6.5. Canonical Links
- 6.6. What are Site Links?

7. SEO Tools

- 7.1. Introduction to Google Analytics & Webmasters
- 7.2. Creating/uploading Google Analytics code
- 7.3. Admin Section in Google Analytics
- 7.4. Dimensions & Metrics
- 7.5. Various reporting tabs
- 7.6. What are Sessions, bounce rate, new v/s returning users ?
- 7.7. Acquisitions from various channels, medium & sources.
- 7.8. Custom Reporting in Google Analytics
- 7.9. Goals & Funnels in Google Analytics
- 7.10. Applying filters in google analytics
- 7.11. Conversion Tracking in Google Analytics