

## **Syllabus of SEO**

### **1. About SEO?**

- a. Need of SEO
- b. Why to do SEO
- c. Can I do SEO for myself
- d. Power of Social sharing
- e. Search engine tools
- f. How Search Engine Operates?
  - Crawling
  - Indexing
  - Providing answers
  - How people interact with search engines?
  - Why SEM is necessary?
  - Basics of Search engine friendly design and development?

### **2. Review and Analysis**

- Website Analysis
  - Speed loading
  - Content
  - Relevancy
  - Who is domain tools

- **Google Malware check tool**
- **Verification and validation**
  
- **On page Analysis**
  - **Check my links broken link checker**
  - **Site performance**
  - **Accessibility**
  - **Page layout ideas**
  - **Optimized HTML structure**
  - **301 redirect**
  
- **Competitive research and analysis**
  - **Find Who Your SEO Competitors Are**
  - **Visit Your Competitors' Sites and Analyze Them**
  - **Analyze The Keywords Your Competitors Use**
  - **Check the Competition's Backlinks**
  - **Check Other SEO Factors**
  - **Analyze How Your Competitors Are Using PPC Ads**
  
- **Keyword research and analysis**

- **Choosing the right keywords to optimize**
- **Keyword density**
- **Keywords in special places**
- **Keywords in urls and file names**
- **keywords in page titles**
- **Keywords in headings**
  
- **Initial SERP reports**
  - **SEO Consulting**
  
- **W3C Validation**
  - **CSS Validation**
  - **Web Validation**
  - **HTML / XHTML / XML / WML Validator**

## **Practical work**

### **3. On Page Optimization**

- **Title Tag Optimization**

- **Description Tag Optimization**
- **Header Tag Optimization**
- **Content Optimization**
- **Image Optimization**
- **URL Rewriting Recommendations**
- **XML Sitemap creation**
- **Robot.txt**
- **Google Analytics**
- **Google webmaster tools**

#### **4. Off Page Optimization**

- 1. Link building and rankings**
  - a. **Link quality**
  - b. **Link text/Anchor text**
  - c. **Number of links**

#### **2. Techniques**

- **Manual Search Engine Submission**
- **Blog Commenting**
- **Social Bookmarking**
- **Forum / Blog Posting**

- **Press release creation and distribution**
  - **Article writing**
  - **Blog writing, creation**
  - **Directory submission**
  - **Classified Ad writing**
  - **Web2.0 creation**
  - **Rss feed submission**
  - **Profile Creation**
  - **Yahoo Answering**
  - **Local Business Listing and Review writing**
  - **Photo uploading & sharing**
  - **Broken link checking**
  - **Promoting Content Via Social Media**
3. **Social media and rankings**
    - a. **Social reputation**
    - b. **Social shares**
  4. **Trust, Authority, Identity and Search engine rankings**
  5. **Negative SEO**

#### **Violations And Search engine spam penalties**

- a. **Thin and shallow content**
- b. **Ads and top heavy layout**
- c. **Keyword stuffing**
- d. **Hidden links/text**
- e. **Cloaking**

- f. **Paid links**
  - g. **Links spam**
  - h. **Piracy/DMCA takedowns**
- 6. Google algorithm updates**
- a. **Penguin**
  - b. **Panda**
  - c. **Hummingbird**