

# Search Engine Optimization (SEO)

## Course Outline

### Module 1: Introduction to SEO

#### Topics:

- What is SEO and Why is it Important?
- How Search Engines Work
- Overview of Search Engine Algorithms
- Key SEO Terminology and Concepts
- The SEO Process: On-Page, Off-Page, and Technical

### Module 2: Keyword Research and Strategy

#### Topics:

- Introduction to Keyword Research
- Using Keyword Research Tools (Google Keyword Planner, SEMrush, Ahrefs)
- Identifying Target Keywords for Your Niche
- Understanding Keyword Intent and Search Volume
- Building a Keyword Strategy for SEO

### Module 3: On-Page SEO

#### Topics:

- Optimizing Page Titles and Meta Descriptions
- Importance of Header Tags (H1, H2, H3)
- Internal Linking Strategies
- Optimizing Images and Alt Text
- Writing SEO-Friendly Content
- URL Structure and SEO Best Practices

## **Module 4: Technical SEO**

### **Topics:**

- Site Speed and Mobile Optimization
- Understanding Site Architecture and URL Structure
- Implementing Structured Data (Schema Markup)
- Fixing Crawl Errors and Broken Links
- XML Sitemap and Robots.txt Optimization
- Canonical Tags and Duplicate Content Issues

## **Module 5: Off-Page SEO and Link Building**

### **Topics:**

- The Importance of Backlinks in SEO
- How to Build High-Quality Backlinks
- Strategies for Guest Posting and Outreach
- Link Building Best Practices and Avoiding Black-Hat Techniques
- Social Media and Influencer Impact on SEO

## **Module 6: SEO Analytics and Reporting**

### **Topics:**

- Introduction to Google Analytics for SEO
- Google Search Console and Its Features
- Measuring Organic Traffic and SEO Performance
- Understanding Key SEO Metrics (CTR, Bounce Rate, Conversion Rate)
- Creating and Interpreting SEO Reports

## **Module 7: Local SEO**

### **Topics:**

- What is Local SEO and Why is it Important?
- Optimizing for Google My Business

- Building Local Citations and Directories
- Local Keyword Targeting and Content Strategies
- Managing Online Reviews and Reputation for Local SEO

## **Module 8: SEO Best Practices and Algorithm Updates**

### **Topics:**

- Keeping Up with Google's Algorithm Updates
- SEO Trends and Future Predictions
- SEO for Voice Search and Mobile-First Indexing
- SEO Best Practices for 2025 and Beyond
- Case Studies and Real-World SEO Applications