

Day - 1

- **SEO Overview**

- How Search Engines works?
- Ranking factors
- Why SEO is important?
- SEO Impact on Business
- Intro about Google Algorithm
- Intro about Bing Algorithm
- Case Study & Projects

- **Getting Started with SEO Project**

- Start Planning & Getting Prepared for SEO Project
- Business information to collect, where to store it & Questions to ask
- The Client's Goals & Site Health
- Knowing Your Target Audience & Website Goals
- List out the Target Keywords
- Case Study & Projects

- **Website Content is King**

- **What are the basic commands in Selenium?**

- The importance of website content in your overall SEO
- Creating a content development plan & Content writing tools and reso
- Best Practices to Write Target Keywords related Contents
- What Content Google Wants?
- The Right Content & Reputable Content includes
- Text for Readers
- Image for Readers
- Video for Readers
- External Links for Readers
- An Internal Links for users
- Tools for Writing high Ranking Contents
- Tools for Creating Images
- Tools for Creating Videos
- Case Study & Projects

- **Website Design & Development Plan**

- Designing The Website While Keeping SEO In Mind
- Getting Design Inspiration. Do You Deserve To Be On Page 1?
- Using An Existing Theme Or Designing Your Own
- Setting up a demo site
- How to ask Google not to index your demo site while you work
- Website Launch, Update on Site Design & Client Feedback
- Site structure and canonical domains
- Case Study & Projects

Day - 2

- **Establishing A Domain Strategies**

- Introduction
- Domain Buying
- Old Domain
- New Domain
- Subdomain vs Subfolder
- Hosting
- Webmaster
- Htaccess File
- Robots.txt
- Site Theme
- Structure
- Case Study & Projects

- **Creating a official handles of the websites**

- Social Websites
- Blogs Websites
- LSE Websites
- Discussion Forums & QA
- Review Websites
- Case Study & Projects

- **Register a Website to Webmaster Tools**

- Google Analytics
- Google Webmasters Tool
- Google Search Console
- Bing Webmaster Tool
- Case Study & Projects

- **SEO Audit & Keeping Current Rankings**

- Understanding the Health of a Website
- Maintaining Website Rankings
- Maintaining Socials Rankings
- Maintaining Alexa Rankings
- Maintaining Google Page Rankings
- 404 lists
- Case Study & Projects

- **Competitors & Analyzing**

- Introduction to Competition Analysis
- Finding Keywords You Are Already Ranking For & Tools to Find More Local Keywords
- Researching Your Competitor's Keywords
- How & Why to Find Your Top Online Competitors
- List of Competition Analysis Tools
- How to use Competition Analysis Tools
- Case Study & Projects

- **Keyword Research for your websites**

- Keyword Objectives & Difficulty
- Keyword Modifiers, Extenders, Mix & Merge
- List of Keyword Planner Tools
- Google Adswords
- Bing Keywords
- Why long tail keywords bring in better conversions?
- How can a newer website outrank an established website?
- How to do Competitor research in the right way?
- Have a sneak look on the top ranking keywords of competitors!
- Find top keywords of your competitors
- Make a list of Competitors Top Organic keywords
- How to Validate Keywords for SEO using Google Trends
- How to Collect top organic keywords of a specific landing page?
- 4 SEO Tools to Convert Broad keywords into Topic Suggestions
- How to find Related SEO terms and Related Keywords?
- How to Find Top Ranking Keywords of Your Site
- Working with Google Adswords for Keyword Research
- Working with Bing for Keyword Research
- Selecting Final Keywords & How Much Traffic Do You Really Need?
- Determining how easily we can rank for specific keywords
- Performing proper keyword research to ensure your SEO
- Using the 5-Step Keyword Research process

- **Website Indexing by Search Engines**

- Create a Sitemap for Your Website
- How to Add Your Website to Google Search Console
- How to Add Sitemap of Your Site to Google Search Console
- How to add “www” Version of Your Domain to Search Console
- How to Add Your Website & Sitemap to Bing
- How to Add Your Website & Sitemap to Yandex
- How to Claim Your Website in Alexa
- Case Study & Projects

- **Google Analytics - Overview**

- Use cases of Google Analytics
- Feature of Google Analytics

- **On Page - Other Technical Factors in SEO**

- Why Technical Factors Matter in SEO?
- Existence of Meta Description
- Existence of H tags
- H tags in User Experience + Brand Factor
- Domain SEO Visibility
- Keyword in Domain Name
- HTTPS
- Search Volume of Domain Name
- Ratio of HomePages
- Domain is .COM
- Flash Content
- URL Length
- File Size
- Site or Page Speed
- Introduction
- SEO Myths
- Meta Data
- Canonical
- Rich Snippets
- Google Authorship
- Author Stats

- Structured Data
- SEO Myths
- Keyword Optimization
- Reading Level
- Internal Linking
- Additional Points
- Case Study & Projects

- **Google Analytics - Learning Dashboard**

- Exploring the Google Analytics Dashboard
- Knowing Where You Are and Setting the Date Range
- Admin: Choosing Your Property, Adding Users, and AdSense vs. AdWords
- Admin Part 2: Botfiltering, Search Queries, and Goals
- Customization: Installing a Custom Report Bundle
- Reporting: Major Content Sections in the Sidebar
- Navigating the Main Data Window and Understanding Nomenclature

- **On Page - Optimization on Websites**

- Planning For Your SEO Audit & Auditing Your Competitors
- Geotagging Website Images
- Geotagging Local Business Videos
- Additional Information to Add to Your Images
- What Is Schema, Why You Should Use It & How To Test Your Site For It
- How To Implement Schema On Your Local Website
- Additional Schema Markup To Use For Local Business Websites
- Schema Code Examples
- Setting a preferred URL
- The factors that impact your website speed, how to test for speed an
- Relationship Between Page Speed and Hosting
- Duplicate content & images
- XML Sitemaps
- Responsive / Mobile Friendly Website Test
- On-Page Optimization Resources
- Let Me Know What You Think
- Write Perfectly SEO Optimised Content Every Time
- URL Optimisation: Avoid these Mistakes
- How to Write Title Tags Search Engines Love (very important SEO factor!)
- Skyrocket Your Click Through Rate (CTR) with This Little Known Tactic
- Give Your SEO a Boost: Heading Tags & Copy Optimization
- Get More Traffic by Appearing First in the Google Image Search Results

- **Google Analytics - Analyzing Audience Behavior**

- Connect Analytics Data to Audience Behavior
- Building a Hypothesis via the Audience Overview Window
- Active Users and Cohort Analysis
- Track Individual Users with User Explorer
- How to Use Segmentation to Refine Demographics and Interests
- Geo and Behavior: Where They Are and What They Do
- Technology and Mobile: Telling You the Right Screen Size
- Benchmarking and Users Flow: How's the Competition Doing?
- On-page Analytics: The Presentations Design Themselves

- **Google Analytics - Understanding User Acquisition**

- Learning About Channels, Sources, and Mediums
- Differentiating Between Channels - Organic Search and Direct
- Unlocking the Mysterious 'Dark Social' Traffic Sources
- Drilling Down to Track Who Goes Where
- Spotting the 'Ghost Spam' in Referrals
- Using RegEx Functions in Segments to Kill Ghost Spam
- Search Console - A View Dedicated to Helping SEO
- Social Acquisition: Sharing Is Caring, but Conversion Is Golden

- **Google Analytics - Generating and Sharing Reports**

- Generating and Sharing Reports
- Sending Reports via Email and Setting Reminders
- Exporting Spreadsheets and Creating Charts and Graphs