

# ***Introduction to SEO and Keyword Research***

## **Introduction to SEO and Keyword Research - Course Curriculum**

### SEO Training Syllabus

- Website Planning and Creation
- Domain Name Registration
- Domain Selection
- Hosting and its types
- Basic knowledge of World Wide Web
- Website wireframe and architecture
- Basics of developing and designing a website
- Usability & user experience of a website
- Why to say yes to responsive website
- Website competitor analysis
- Website navigation and optimizing according to user friendly interface

### Introduction to SEO

- What is search engines
- Difference between portal and search engines
- How search engines work
- What is SEO

- SEO techniques (On page and Off page)
- Difference between White hat, Black hat and Grey hat SEO
- What is the need of SEO
- Things to consider before starting SEO of any website
- What is Ranking
- How Google rank a website
- Get familiar with the basic terms like crawlers, robots and spiders
- How to choose a best search engine

## Keyword Research

- Introduction to Keyword research
- How and why to choose right keywords
- Different types of keywords
- How to do Keyword analysis
- Keywords density analysis
- Tools for keyword research
- Competition analysis
- Localized keywords research

## On Page Optimization Steps

- Introduction to On page optimization
- What is Title, Description and Keywords tags
- Difference between primary, secondary and tertiary tiles
- Length of titles, meta description and Snippets
- H1 to H6 Tags and their importance
- Important keywords in title, meta descriptions and content
- When and where keywords can be placed
- Difference between Internal links and External links
- Anchor Text
- Anchor links optimization
- Headers optimization
- Importance of Alt tags and Image tag
- Image tag optimization

- Content Optimization
- SEO friendly content
- Optimizing SEO content
- Page naming / URL Structure / Permalink
- Website structure & navigation menu optimization
- Filename optimization
- Page speed optimization tool
- Robots.txt
- URL Canonicalization/ 404 Implementation
- Difference between HTTP / HTTPS
- Different types of Sitemaps and their importance
- Google SEO guidelines
- Google analytics and Webmaster integration
- Google sandbox effect
- Keyword Proximity, Authority, Prominence and density
- Iframes/ Frames effect on SEO
- URL renaming/ rewriting
- Duplicate Content / URLs
- HTML Validations using W3c
- Broken link analysis
- Website architecture
- Bread Crumb
- Google webmaster tool
- Creating effective landing pages
- On page Audit
- Yahoo Feed Submission

## Off Page Optimization

- Introduction to Off page optimization
- Local marketing of websites on the basis of locations
- Social Media optimization techniques
- Introduction of link building and its types
- Directory submission



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- Blog and article submission
- Forum posting
- Forum signatures and commenting
- Free classifieds
- Classifieds posting
- Press release submission
- Video submission
- Business listing submission
- Guest blog
- Local SEO (Local business listing)
- Detail knowledge on Link building and backlinks
- Social bookmarking
- Photo & Video Sharing
- Infographics sharing
- Document Sharing
- Content Marketing and its importance
- Question and answers
- Web 2.0 submission
- Importance of backlinks / Link building
- Home page promoting tips and techniques
- Strategies to build qualitative and relevant backlinks
- Competitors backlink research and submission
- Tracking the links and pagerank
- Submission to do follow websites
- RSS Feed submissions

<https://training.uplatz.com>

info@uplatz.com

+44 7836 212635