

**Course Description:** The Search Engine Optimization (SEO) Training course is designed to provide participants with a comprehensive understanding of SEO techniques and strategies to improve website visibility and organic search rankings. Participants will learn the fundamentals of SEO, keyword research, on-page and off-page optimization, technical SEO, and analytics to drive targeted traffic and increase search engine visibility.

## Search Engine Optimization (SEO) Training

### **Module 1: Introduction to Search Engine Optimization**

- Understanding the importance of SEO in digital marketing
- Overview of search engine ranking factors
- Differentiating between organic and paid search results

### **Module 2: Keyword Research and Analysis**

- Conducting keyword research using various tools
- Analyzing keyword competitiveness and search volumes
- Selecting target keywords for optimization

### **Module 3: On-Page Optimization**

- Optimizing website structure and navigation for SEO
- Writing effective meta tags (title tags, meta descriptions)
- Creating SEO-friendly content with proper keyword placement

### **Module 4: Off-Page Optimization and Link Building**

- Understanding the significance of backlinks in SEO
- Implementing white-hat link building strategies

- Identifying and approaching relevant websites for link acquisition

### **Module 5: Technical SEO**

- Optimizing website speed and performance
- Implementing proper URL structures and canonical tags
- Managing XML sitemaps and robots.txt files

### **Module 6: Local SEO**

- Optimizing websites for local search results
- Creating and optimizing Google My Business profiles
- Implementing local citation and review management strategies

### **Module 7: SEO Analytics and Reporting**

- Setting up Google Analytics and Google Search Console
- Tracking website performance and user behavior
- Generating SEO reports and interpreting data

### **Module 8: Mobile SEO**

- Understanding the importance of mobile optimization
- Implementing responsive design and mobile-friendly practices

- Optimizing for voice search and mobile-specific search queries
- **Module 9: SEO for E-Commerce**
- Optimizing product pages and category structures
- Implementing schema markup for rich snippets
- Managing SEO for product variations and inventory changes

## **Module 10: SEO Best Practices and Future Trends**

- Staying updated with the latest SEO algorithm changes
- Exploring emerging trends in SEO (voice search, AI, etc.)
- Implementing ethical and sustainable SEO practices