

SEO Training Course Module

Chapters:

1. Introduction

- Introduction
- Q & A about Online Marketing
- Basics of Online Marketing
- History of SEO
- What is SEO?
- Why do we need SEO?

2. Basics of SEO

- How to Implement SEO
- What are the SEO tools
- Importance of SEO on business
- Website and content
- Importance of Html
- Test

3. Fundamentals of SEO

- Website and types of website
- Keyword Analysis
- Google Adwords tutorial
- Website Analysis
- Tools used for Analysis
- Off Page Strategies
- Test

4. Analytics and Webmaster tool practices

- Analytics how to track and analyze
- How to create custom reports
- How to report using analytics
- How to maintain webmaster tool
- Excel, Word and Presentation
- Test

5. How to win SEO?

- Competitor Analysis
- Understanding the client needs
- How to upgrade and stay updated
- Mobile Optimization
- Core Logics of SEO
- Test

6. Advanced SEO

- Content Marketing
- Brand reputation
- Affiliate Marketing
- Social Media Optimization and Marketing
- Email Marketing
- Test