



SEO



About Course

SEO stands for 'Search Engine Optimization', which is the process of getting traffic from free, organic, editorial, or natural search results in search engines. It aims to improve your website's position in search results pages. Remember, the higher the website is listed, the more people will see it.

Search engine optimization is the science of improving a website to increase its visibility when people search for products or services. The more visibility a website has on search engines, the more likely it is that brand captures business.

SEO

CURRICULUM

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INTRODUCTION TO SEO

How Search Engines Work

Indexing & Crawling Basics

Optimizing Crawl Budget

Intro to SEO

Organic Search vs. Paid Search Results

Anatomy of a Search Result (Search Snippet)

What is On-page SEO (Content, Architecture, HTML)

What is Off-page SEO / Link Building (Social, Content-based, PR)

Keyword Research

Finding Seed Keywords: Mind Map for Keyword Research

Using Wikipedia, Forums for Keyword Research

Keyword Research Process – Identify Seed Keywords, Collect metrics, Map Keywords Google Keyword Planner Tool

HTML Basics

- Web Page Basics: What is HTML, JavaScript, css
- Basic HTML Tags to create a web page
- HTML Tags for SEO: Title, H1, META Tags, IMG, A Href

On-page SEO

- Title, H1, Meta Description, Keyword Usage
- Crawling: XML, HTML Sitemaps, Robots.txt
- Content Clusters (Creating SEO-based content)
- Negative on-page to avoid

Technical SEO

- URL Architecture
- Page Speed Analysis (GTMetrix / YSlow Google Page Speed Insights)
- 301 Redirects

Mobile SEO

- App Store Optimization
- Mobile Websites: Responsive, Adaptive, Dynamic
- Optimizing for Voice Search

Schema Markups

What is Schema & Why is it relevant to SEO.

Schema Types - Micro, JSON-LD

Common JSON Schema Tags - Organization, Website, Blog Posting, Local Business

How Schema shows up in SERPs

③ OFF-PAGE SEO

Link Building

What is Link Building

Link Building Tactics

Manual Link Building Process

Link Building Metrics

Social SEO

Quora

YouTube Video SEO

Local SEO

What is Local SEO, Pigeon Update

Google My Business, Bing Places

Local Pages on your website

Local listings / citations

SEMRush.com Backlink

Backlink audit of one website

How to audit backlinks of competitors and gain insights

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SEO AUDIT, TOOLS, MEASUREMENT

SEO Audits

What are SEO Audits.

Different Types of SEO Audits.

Complete SEO Audit with Checklist – Screaming Frog SEO Spider, SEMRush Backlink Audit, Page Speed Audit with GTMetrix / Google Page Speed Insights, Mobile Site Audit

Google Search Console & Algorithm Updates

History of Google Algorithms

Panda, Penguin, Pigeon, Caffeine updates

RankBrain and the Future of SEO

Measurement with Google Analytics

Basics of Google Analytics

SEO Metrics to Measure -On-page, Off-page, Technical SEO Reporting



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