

Basic & Advanced SEO Course Syllabus

Basic SEO

SEO Basics & Background

- Understanding domain/website & how they work
- Types of websites & their importance
- Basics of world wide web (www) / Internet
- What is Internet Marketing/ Digital Marketing?
- Types of Internet Marketing & their importance
- Introduction to Search Engines & their importance
- Economical & Social Impact of Major Search Engines
- How Search Engines Work?
- Search Engines Algorithms & Architecture
- Introduction to Google Search Engine
- Understanding Search Engine Result Pages (SERPs)
- Basic & Advance Search Commands/Operators
- Google Search Algorithm & its Capabilities/Functions
- Page Rank Technology & it's impact in Ranking Calculation
- Introduction to Google Algorithm Updates

SEO Project - Requirements & Targets

- Discuss and Finalize Client business targets
- Based on Client's business targets, prepare SEO project requirements
- Based on Target, finalize client's products/services/primary keywords

SEO Module 1

Initial Website Analysis & Competitor Analysis

- Complete Website Analysis (On-Page & Off-Page)
- Fix Critical Issues
- Cleanup Spam backlinks - Link Profile Cleanup

Keyword Research, Analysis & Clustering

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- Introduction to Keyword Research
- Types of Keywords and their impact on SERPs
- How to find successful keywords to meet project targets
- How to Use Free & Premium Keyword Research Tools
- 3 Powerful techniques of Keyword Research
- Filter, Cluster & Finalize keywords for the project
- Leveraging long tail & Geo intent keywords
- Q & A session

Advanced SEO

SEO Module 2

On-Page / On-Site SEO

- SEO friendly website design & development
- SEO friendly site structure & siloing
- Understanding HTML needed for SEO
- How to ensure usable, crawlable & indexable site structure
- What you should know about On-site optimization
- Importance of On-page SEO & it's weightage in Google Ranking
- Keywords in Domain Name Vs Branding

On-Page SEO Activities

- Title Tag optimization
- Meta description tag optimization
- Filename optimization
- SEO friendly URL structure
- Canonical Tags optimization
- Website speed optimization with the help of development team
- Robots.txt optimization
- Sitemap.xml optimization
- Integrating keywords throughout webpage
- Keyword density management
- Using keywords in H1, H2, H3...H6 tags
- Image tag optimization (Alt)
- Rich media optimization (video)
- Using keywords in Content
- Content duplicate check and fix
- Content optimization – How to find high quality content
- Understanding quality content, engaging content, value added content & converting content.
- Optimizing internal links
- Outgoing links optimization

- 301 Url redirection
- 404 error page optimization
- W3C validation
- Usage of frames / iframes and their impact
- Header & Footer optimization
- Heat map optimization
- On-Page SEO best practices
- Q & A session

SEO Module 3

Off-Page / Off-Site SEO

- Introduction to Off-Page SEO
- Importance of Off-Page SEO & it's weightage in Search Rankings
- Introduction to Link building
- How links/ backlinks effect search engine rankings
- How to build effective link building strategy to get Top 10 rankings on Google, Yahoo & Bing
- Types of backlinks
- Most powerful backlinks that Google don't want you to know
- How to avoid Google penalties and build future compatible links
- How to recover from Google spam penalties
- Nofollow Vs Dofollow links
- Installing Google Analytics
- Installing Google webmaster tools
- Types of Linking methods – Do's & Don'ts
- Analyzing overall backlink profile
- What is natural backlink profile and its importance?
- XML sitemap submission and indexing on major search engines (Google, Yahoo, Bing)
- White Hat, Grey Hat & Black Hat links – Do's and Don'ts
- How to use free tools for link building
- Using premium tools for advanced link building (Ahres, SEMrush, majestic)
- What are quality backlinks and how to build them?
- Scalable Vs Non-Scalable backlinks
- Importance of website submission to search engines
- Web directory backlinks optimization
- Free links Vs Paid links
- How to do guest blog posting for quality backlinks
- Using third party blogs for links and traffic
- Google maps & local business listings
- Blog commenting links optimization
- Forum backlinks optimization

- Free classifieds links optimization
- Article directory links optimization
- Social bookmarking links optimization
- Web2.0 links optimization
- Press release backlinks optimization
- Videos creation and link building
- Pdf creation and link building
- RSS feed creation, submission and optimization
- Blog creation and targeting for desired keyword ranking
- Social media optimization - Facebook, Twitter, Google+, LinkedIn, Pinterest, Instagram, etc.
- Off-Page SEO best practices
- Q & A session

SEO for Content Management Systems (CMSs)

- SEO for Static Sites Vs Dynamic Sites
- SEO for WordPress powered sites
- SEO for Joomla powered sites
- SEO for Drupal powered sites
- SEO for Blogger/BlogSpot sites
- SEO for flash websites
- SEO for any website
- Q & A

SEO Related Training

- Google AdSense
- Basics of Google Ads (formerly Google Adwords)
- Affiliate marketing
- Youtube and video marketing
- Q & A

Tracking & Reporting

- Tracking target keyword ranking on Google, Yahoo & Bing.
- Introduction to Google Analytics
- Generating various types of reports
- Report website visitors, geo, traffic sources, time spent, bounce rate and more
- Q & A

SEO Module 4

Complete Google Algorithm Updates – Objectives & Impact

- "Medic" Core Update – August 1, 2018
- Chrome Security Warnings (Full Site) – July 24, 2018

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- Mobile Speed Update – July 9, 2018
- Video Carousels – June 14, 2018
- Snippet Length Drop – May 13, 2018
- Unnamed Core Update – April 17, 2018
- Mobile-First Index Roll-out – March 26, 2018
- Zero-result SERP Test – March 14, 2018
- "Brackets" Core Update – March 8, 2018
- Snippet Length Increase – November 30, 2017
- Chrome Security Warnings (Forms) – October 17, 2017
- Google Jobs – June 20, 2017
- Intrusive Interstitial Penalty – January 10, 2017
- Penguin 4.0, Phase 1 – September 27, 2016
- Penguin 4.0 Announcement – September 23, 2016
- Mobile-friendly 2 – May 12, 2016
- AdWords Shake-up – February 23, 2016
- RankBrain* – October 26, 2015
- Panda 4.2 (#28) – July 17, 2015
- The Quality Update – May 3, 2015
- Mobile Update AKA "Mobilegeddon" – April 22, 2015
- Pigeon Expands (UK, CA, AU) – December 22, 2014
- Penguin Everflux – December 10, 2014
- Pirate 2.0 – October 21, 2014
- Penguin 3.0 – October 17, 2014
- "In The News" Box – October 1, 2014
- Panda 4.1 (#27) – September 23, 2014
- Authorship Removed – August 28, 2014
- HTTPS/SSL Update – August 6, 2014
- Pigeon – July 24, 2014
- Authorship Photo Drop – June 28, 2014
- Payday Loan 3.0 – June 12, 2014
- Panda 4.0 (#26) – May 19, 2014
- Payday Loan 2.0 – May 16, 2014
- Page Layout #3 – February 6, 2014
- Penguin 2.1 (#5) – October 4, 2013
- Hummingbird – August 20, 2013
- In-depth Articles – August 6, 2013
- Panda Recovery – July 18, 2013
- Multi-Week Update – June 27, 2013
- "Payday Loan" Update – June 11, 2013
- Penguin 2.0 (#4) – May 22, 2013
- Domain Crowding – May 21, 2013
- Panda #24 – January 22, 2013
- Panda #23 – December 21, 2012

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- Knowledge Graph Expansion – December 4, 2012
- Panda #22 – November 21, 2012
- Panda #21 – November 5, 2012
- Page Layout #2 – October 9, 2012
- Penguin #3 – October 5, 2012
- August/September 65-Pack – October 4, 2012
- Panda #20 – September 27, 2012
- Exact-Match Domain (EMD) Update – September 27, 2012
- Panda 3.9.2 (#19) – September 18, 2012
- Panda 3.9.1 (#18) – August 20, 2012
- June/July 86-Pack – August 10, 2012
- DMCA Penalty ("Pirate") – August 10, 2012
- Panda 3.9 (#17) – July 24, 2012
- Panda 3.8 (#16) – June 25, 2012
- Panda 3.7 (#15) – June 8, 2012
- May 39-Pack – June 7, 2012
- Penguin 1.1 (#2) – May 25, 2012
- Knowledge Graph – May 16, 2012
- April 52-Pack – May 4, 2012
- Panda 3.6 (#14) – April 27, 2012
- Penguin – April 24, 2012
- Panda 3.5 (#13) – April 19, 2012
- Parked Domain Bug – April 16, 2012
- March 50-Pack – April 3, 2012
- Panda 3.4 (#12) – March 23, 2012
- Venice – February 27, 2012
- February 40-Pack (2) – February 27, 2012
- Panda 3.3 (#11) – February 27, 2012
- February 17-Pack – February 3, 2012
- Ads Above The Fold – January 19, 2012
- Panda 3.2 (#10) – January 18, 2012
- Search + Your World – January 10, 2012
- January 30-Pack – January 5, 2012
- December 10-Pack – December 1, 2011
- Panda 3.1 (#9) – November 18, 2011
- 10-Pack of Updates – November 14, 2011
- Freshness Update – November 3, 2011
- Query Encryption – October 18, 2011
- Panda "Flux" (#8) – October 5, 2011
- Panda 2.5 (#7) – September 28, 2011
- 516 Algo Updates – September 21, 2011
- Pagination Elements – September 15, 2011
- Expanded Sitelinks – August 16, 2011

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- Panda 2.4 (#6) – August 12, 2011
- Panda 2.3 (#5) – July 23, 2011
- Google+ – June 28, 2011
- Panda 2.2 (#4) – June 21, 2011
- Schema.org – June 2, 2011
- Panda 2.1 (#3) – May 9, 2011
- Panda 2.0 (#2) – April 11, 2011
- The +1 Button – March 30, 2011
- Panda/Farmer – February 23, 2011
- Attribution Update – January 28, 2011
- Negative Reviews – December 1, 2010
- Instant Previews – November 1, 2010
- Google Instant – September 1, 2010
- Caffeine (Rollout) – June 1, 2010
- May Day – May 1, 2010
- Google Places – April 1, 2010
- Real-time Search – December 1, 2009
- Rel-canonical Tag – February 1, 2009
- Google Suggest – August 1, 2008
- Dewey – April 1, 2008
- Universal Search – May 1, 2007
- Big Daddy – December 1, 2005
- Google Local/Maps – October 1, 2005
- Jagger – October 1, 2005
- XML Sitemaps – June 1, 2005
- Personalized Search – June 1, 2005
- Bourbon – May 1, 2005
- Nofollow – January 1, 2005
- Brandy – February 1, 2004
- Florida – November 1, 2003
- Fritz – July 1, 2003
- Boston – February 1, 2003
- Google Toolbar – December 1, 2000

End of the course syllabus.

What will you learn with this Course?

- You'll learn all SEO basics along with advanced real time usage of the best practices.
- You'll learn On-Page SEO used in real time SEO projects
- You'll learn Off-Page SEO used in real-time SEO projects
- You'll learn the art of ranking top 10 on Google, Yahoo & Bing.
- You'll learn driving thousands of visitors to any website
- You'll learn protecting your site from competitors.

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Who should take this Course?

- Anyone with a website who want to succeed through online business.
- Small, medium and large business owners
- Anyone who want to dominate Google for their business keywords
- Website designers and developers who want to offer SEO services
- Freelancers and bloggers who want make huge money online from their website
- Online marketing executives who are responsible for website promotion.
- Webmasters interested in increasing website traffic and Google rankings.
- This course is a must do for e-commerce website owners.
- Local business owners with a website.

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