

Search Engine Optimization (SEO) Course

Duration: 10–15 Hours

Optimizing your website for search engines will increase your website's chance to rank higher, thus providing an edge above the competitors. Search Engine Optimization (SEO) is one of the best investments to make for high returns and build your brand's trust. With **Search Engine Optimization (SEO)** course, your team can develop winning strategies for your company's SEO and get the visibility your brand deserves.

Search Engine Optimization: On Page Optimization

- Overview of Search Engine Optimization (SEO)
- Importance of Search Engines and its mechanism
- Areas that need optimization and its process
 - On-page SEO vs. Off-page SEO
 - Why both On-page and Off-page need to be right?
- Text and voice search optimization using On-Page SEO
- Important components of on-page SEO
- Keyword selection and its usage
- Website architecture
- Introduction to white, gray, and black hat SEO techniques
- Overview and setup of Google Search Console
- Ways to find if Google can "see" everything
- Identification of high engaging content and site element
- Best practice to re-use the existing content

Search Engine Optimization: Off Page Optimization

- Overview of Off page optimization
- Areas of off-Page SEO to help establishing the brand name

- Bounce Rate
 - Domain and Page Authority
 - Trust & Domain age
- Ways to improve the domain and page authority
- Backlinks
 - Introduction to backlinks and how it helps the website to rank in first page?
 - Factors to consider while getting the backlinks
 - Ways to find and identify the relevant platforms, and blog posts for backlinks
 - Usage of Social Media platforms in creating backlinks
- Google My Business Listing
- Elements to conduct a comprehensive site audit
- Real-time analytics and mouse tracking using heatmap
- Tools and techniques to improve site performance, user experience and SERP ranking

Learning Objectives

At the End of the course, your team will be able to:

- Optimize your website for search engines and improve their rankings on Google and other platforms.
- Increase the quality of your website by making it user- friendly, easier and faster to navigate.
- Learn how to boost traffic on your website or blog with Off-site SEO and On-site SEO.
- Multiply your impact massively by getting your website in front of your targeted audience.
- Understand industry best SEO practices and improve your website's user experience.
- Learn to use the best free SEO tools, attract relevant traffic with high conversion potential.
- Identify the best keywords important for your business.