

# *Search Engine Optimization*

## **Basic**

---

- ❖ What is Domain
- ❖ Basic Knowledge of World Wide Web
- ❖ Difference between Portal and Search Engines
- ❖ What is SEO
- ❖ Types of SEO Techniques
- ❖ Black hat techniques
- ❖ White Hat techniques
- ❖ How Search Engine works

## **SEO Research & Analysis**

---

- ❖ Market Research
- ❖ Keyword Research and Analysis
- ❖ Keyword opportunity
- ❖ Competitors Website Analysis
- ❖ SWOT Analysis of Website
- ❖ How to Choose Best Keywords
- ❖ Tools available for Keyword Research

## **Website Design SEO Guidelines**

---

- ❖ Content Research
- ❖ Content Guidelines
- ❖ Content Optimization
- ❖ Design & Layout
- ❖ XML Sitemap / URL List Sitemap

## **On-page Optimization**

---

- ❖ The Page Title
- ❖ Meta Descriptions & Meta Keywords
- ❖ Headings
- ❖ Bold Text
- ❖ Domain Names & Suggestions
- ❖ Canonical Tag Meta Tags

- ❖ Images and Alt Text
- ❖ Internal Link Building
- ❖ The Site-map
- ❖ Invisible Text
- ❖ Server and Hosting Check
- ❖ Robots Meta Tag
- ❖ Doorway Pages
- ❖ 301 Redirects
- ❖ 404 Error
- ❖ Duplicate content

## **Off-page Optimization**

---

- ❖ Page Rank
- ❖ Link Popularity
- ❖ Link Building in Detail
- ❖ Directory Submission
- ❖ Social Bookmark Submission
- ❖ Blog Submission
- ❖ Articles
- ❖ Links Exchange
- ❖ Reciprocal Linking
- ❖ Posting to Forums
- ❖ Submission to Search Engine
- ❖ RSS Feeds Submissions
- ❖ Press Release Submissions – Pending
- ❖ Forum Link Building
- ❖ Competitor Link Analysis

## **Analytics**

---

- ❖ Google Analytics
- ❖ Installing Google Analytics
- ❖ How to Study Google Analytics
- ❖ Interpreting Bars & Figures
- ❖ How Google Analytics can Help SEO
- ❖ Advanced Reporting
- ❖ Webmaster Central & Bing/Yahoo
- ❖ Open Site Explorer



## **SEO Tools**

---

- ❖ Keyword Density Analyzer Tools
- ❖ Google Tools
- ❖ Yahoo / Bing Tools
- ❖ Rich Snippet Text Tools
- ❖ Comparison Tools
- ❖ Link Popularity Tools
- ❖ Search Engines Tools
- ❖ Site Tools
- ❖ Miscellaneous Tools

## **SEO Reporting**

---

- ❖ Google analysis
- ❖ Tracking and Reporting
- ❖ Reports Submission
- ❖ Securing Ranks