



**TECHNOCATION FREELANCING TRAINING INSTITUTE & SOFTWARE HOUSE**

# **Professional SEO(Search Engine Optimization)Course Outline**

## **Module 1: Introduction to SEO**

- What is SEO? Importance & Benefits
- How Search Engines Work (Google, Bing, Yahoo)
- SEO vs. SEM (Search Engine Marketing)
- Understanding Google Algorithms & Updates

## **Module 2: Keyword Research & Competitive Analysis**

- Types of Keywords (Short-Tail, Long-Tail, LSI)
- Keyword Research Tools (Google Keyword Planner, Ahrefs, SEMrush, Ubersuggest)
- Analyzing Competitor Keywords & Strategies
- Understanding Search Intent

## **Module 3: On-Page SEO Optimization**

- Title Tags, Meta Descriptions & URL Optimization
- Header Tags (H1, H2, H3) & Keyword Placement
- Image Optimization (Alt Tags, Compression)
- Internal Linking & Anchor Text Strategies
- Content Optimization & Readability

## **Module 4: Technical SEO & Website Performance**

- Website Structure & SEO-Friendly URLs
- Mobile-Friendliness & Responsive Design
- Site Speed Optimization (Google PageSpeed Insights, Core Web Vitals)
- XML Sitemaps & Robots.txt
- Canonical Tags & Duplicate Content Issues

## **Module 5: Off-Page SEO & Link Building Strategies**

- Importance of Backlinks & Domain Authority
- White Hat vs. Black Hat SEO
- Guest Blogging & Outreach Strategies
- Social Signals & SEO
- Local Citations & Business Directories

## **Module 6: Local SEO & Google My Business**

- Setting Up & Optimizing Google My Business (GMB)
- Local Keyword Research & Optimization
- Getting Customer Reviews & Ratings
- Local Link Building Strategies
- Google Maps Ranking Factors

## **Module 7: Content Marketing & SEO**

- Role of Content in SEO
- Creating SEO-Optimized Blog Posts & Articles
- Pillar Content & Topic Clusters
- Video SEO (YouTube Optimization)
- Voice Search & AI-Driven Content

## **Module 8: E-commerce SEO (Shopify, WooCommerce, Magento)**

- Optimizing Product Pages & Category Pages
- Structured Data & Rich Snippets for E-commerce
- Managing Duplicate Content in E-commerce
- Shopping SEO & Google Merchant Center

## **Module 9: Advanced SEO Strategies & AI in SEO**

- SEO Automation & AI-Powered Tools
- Schema Markup & Structured Data
- Image & Video Search Optimization
- Advanced Link Building Techniques
- Understanding SEO Penalties & Recovery

## **Module 10: SEO Analytics & Performance Tracking**

- Google Search Console & Google Analytics

- SEO KPIs & Performance Metrics
- Setting Up UTM Tracking & Tag Manager
- A/B Testing for SEO Strategies
- SEO Reporting & Client Management

## **Module 11: SEO for Different Platforms**

- SEO for WordPress & CMS Platforms
- SEO for Shopify & E-commerce Websites
- SEO for YouTube & Video Content
- SEO for SaaS & Enterprise-Level Websites

## **Module 12: Final Project & Certification Preparation**

- Hands-on SEO Project (Optimizing a Live Website)
- SEO Case Studies & Best Practices
- Preparing for Google SEO Certifications
- Career Opportunities in SEO & Freelancing