

Crash Course in SEO



Prerequisites

- A live website is mandatory for practical implementation throughout the course.
- Basic web designing skills are required, including familiarity with website pages, navigation, content editing & basic HTML/CSS.
- Basic computer and internet knowledge.

Introduction to SEO

- Introduction to Search Engine Optimization
- How search engines work: Crawling, Indexing, and Ranking
- Types of SEO: On-Page, Off-Page, Technical, and Local SEO
- Understanding SERPs and search intent
- Introduction to organic traffic and ranking factors
- Setting up an SEO project for a live website

Keyword Research

- Understanding keywords and search intent
- Short-tail, long-tail, branded, and local keywords
- Keyword research and competitor keyword analysis
- Search volume, keyword difficulty, and competition
- Primary and secondary keyword selection
- Keyword mapping and content planning
- Tools: Google Keyword Planner, Google Trends, SEMrush, and Ubersuggest

Content Writing & Content Marketing

Introduction to Content Marketing

- Importance of content

Copywriting

- Writing persuasive, engaging content
- Understanding hooks, CTAs, and story-led writing

Storytelling & Metaphors

- Must Have in stories
- Real Brand case Studies
- Using emotions in storytelling
- Using metaphors for strong communication
- Techniques to simplify complex information

Content Tips & Formatting

- Formatting rules (h1-h6)
- Problem Solving & Conversational
- Ideal content length for different platforms

On-Page SEO

- Website structure and SEO-friendly URLs
- Title tags and meta descriptions
- Heading tags (H1-H6)
- Keyword placement and content optimization
- Image optimization, alt text, and file naming
- Internal linking and anchor text optimization
- External linking best practices
- Content readability and search intent alignment
- Duplicate content and keyword cannibalization
- SEO-friendly blog and landing page optimization
- Basic HTML elements used in On-Page SEO

Technical SEO

- Website crawling and indexing
- Google Search Console setup & verification
- XML sitemap creation and submission
- Robots.txt and crawl management
- Canonical tags and duplicate URL handling
- HTTP status codes and broken link identification
- Website speed and Core Web Vitals
- Mobile-friendliness and responsive design
- HTTPS and website security
- Structured data and schema markup basics
- Identifying and fixing common technical SEO issues

Off-Page SEO and Link Building

- Introduction to Off-Page SEO
- Backlinks and their role in SEO
- DoFollow and NoFollow links
- Link quality, relevance, authority, and anchor text
- Competitor backlink analysis
- Business directories and citation building
- Guest posting and blogger outreach
- Web 2.0 submissions and profile creation
- Social bookmarking and content sharing
- Forum participation and community engagement
- Press release SEO and digital PR
- Broken link building and link reclamation
- Toxic backlinks, spam links, and link-building risks
- Backlink tracking and reporting

Local SEO

- Local search ranking
- Google Business Profile setup and optimization
- Business categories, services, descriptions, and attributes
- Local keyword research and location-based landing pages
- NAP consistency: Name, Address, and Phone Number
- Local citations and business directory listings
- Customer reviews and review management
- Google Maps visibility and local search results
- Local Business schema markup
- Local link building and competitor analysis
- Tracking Google Business Profile performance
- Measuring calls, website clicks, direction requests, and leads

SEO Content Optimization

- SEO content strategy and content calendars
- Blog writing and content optimization
- Topic clusters and content silos
- E-E-A-T fundamentals and helpful content
- Content gaps and competitor analysis
- Content refresh and outdated content optimization
- AI tools for SEO research and content planning
- Plagiarism, originality, and content quality checks

SEO Tools and Performance Tracking

- Google Search Console
- Google Analytics 4
- Google Keyword Planner
- Google Trends
- PageSpeed Insights
- SEMrush, Moz, and Ubersuggest
- SEO audit tools and reporting
- Tracking keyword rankings, organic traffic, clicks, impressions, and conversions

Practical Implementation and Final Project

- Conduct a complete SEO audit of a live website
- Perform keyword research
- Optimize website pages
- Identify and resolve basic technical SEO issues
- Create and execute an Off-Page SEO and backlink strategy
- Optimize Google Business Profile for Local SEO
- Set up and review Google Search Console and GA4
- Prepare an SEO performance report

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