Search Engine Optimization

Curriculum Brochure

Search Engine Optimization

Search engine optimization (SEO) is the practice of improving the quantity and quality of traffic to a website from search engines through organic search results. The scope of SEO is vast and ever-evolving due to the constantly changing algorithms of search engines. Its scope extends from on-page optimization, which includes optimizing web pages for better rankings, to off-page optimization, which involves building links and promoting content to improve domain authority and page authority.

The primary objective of SEO is to make a website visible to potential customers who are actively searching for the products or services offered by the website. SEO achieves this by increasing the website's visibility and relevance to search engines by optimizing its content, structure, and technical elements. A well-executed SEO strategy can result in increased website traffic, lead generation, and revenue growth.

Learning SEO is essential for businesses, marketers, and website owners who want to stay competitive in the digital marketplace. By understanding the principles of SEO, individuals can create content that resonates with their audience and increases their website's visibility. SEO also enables businesses to target specific keywords and phrases that potential customers use to search for their products or services, increasing the likelihood of attracting qualified leads to their website. SEO is also important for businesses that want to establish their brand and reputation online.

By ranking higher in search engine results pages (SERPs), businesses can increase their credibility and visibility among potential customers. This can help businesses establish trust with their target audience and differentiate themselves from their competitors. SEO is a cost-effective marketing strategy that can deliver long-term benefits. While paid advertising can deliver immediate results, it requires ongoing investment and can become costly over time. SEO, on the other hand, can deliver sustained traffic and leads to a website over time with minimal ongoing investment.

In conclusion, the scope of SEO is vast and constantly evolving. Learning SEO is crucial for businesses and individuals who want to stay competitive in the digital marketplace and increase their visibility to potential customers. By understanding the principles of SEO, individuals can create content that resonates with their audience, target specific keywords and phrases, establish their brand and reputation online, and deliver long-term benefits.

Search Engine Optimization Training Program

This program is designed to train students with the skills and experience to work with SEO tools and techniques, keyword research and their impact on Search Engine Result Page (or SERP).

Practical Based Sessions
Training program available in 30 days duration

Dummy Projects
To build your hands-on expertise & portfolio

Portfolio Building Assistance
To create an attractive resume for your candidature

Pitch Preparation
So you can present your skills in a better way

Mentoring & Career Assistance
To help you in getting good career or placements

Who can join

Any student can join the SEO Certification training program. The student must have basic computer knowledge and have interest in content design, website design & blogging.

Working professionals or job seekers, who are looking to enhance their SEO skills can join the SEO Certification training program.

Housewives, Homemakers or any person, who wants to learn about SEO to start their online work or freelancing can join the SEO Certification training program.

Training Mode

Online Live Classes are available

- 4x more effective way of learning
- Hands-on experience with projects & assignments
- Virtual class with real interaction with trainer
- Monitoring support & troubleshooting issues
- Masterclass from industry experts & leaders
- Live class recordings for revision purpose

Search Engine Optimization Training in Agra

Learn2Earn Labs

F-4, First Floor, Anna Ikon Complex, In Front of Deviram Food Circle, Sikandra-Bodla Road, Sikandra, Agra, Uttar Pradesh – 282007
Call : +91-9548868337

Training Modules

Objectives :

The objective of SEO training is to equip individuals with the knowledge and skills necessary to optimize websites for search engines and increase their visibility to potential customers. The training covers the principles of SEO, including keyword research, on-page optimization, link building, and technical SEO, as well as the tools and techniques used to execute an effective SEO strategy. Additionally, the training also emphasize the importance of monitoring and measuring the effectiveness of SEO efforts through analytics and reporting. The ultimate goal of SEO training is to enable individuals to create and implement a comprehensive SEO strategy that drives traffic, leads, and revenue growth for their website or business.

Module 1 : 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, Working of search engines, Search Engines Algorithms & Architecture, Introduction to Google Search Engine, Understanding Search Engine Result Pages (SERPs), Google Search Algorithm & its Capabilities/Functions, Page Rank Technology & it's impact in Ranking Calculation, Introduction to Google Algorithm Updates.

Module 2 : Keyword Research, Analysis & Clustering

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.

Module 3 : 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.

Module 4 : 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 Heading 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, Header & Footer optimization, Website auditing tools, On-Page SEO best practices.

Module 5 : 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, Effect of Backlinks on search engine rankings, Strategy to develop high quality backlinks, Types of backlinks, Google penalties and build future compatible links, Nofollow Vs Dofollow links, Installing Google Analytics, Installing Google webmaster tools, Types of Linking methods – Do's & Don'ts, Analysing overall backlink profile, Natural backlink profile and its importance, White Hat, Grey Hat & Black Hat links – Do's and Don'ts, free tools for backlinks building, Tools for backlink building (Ubersuggest, Semrush, Backlinko etc.), High quality backlinks, 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, Social Bookmarking, 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, Best practices for Off page SEO.

Module 6 : Project & Practices

Initial Website Analysis & Competitor Analysis
1.   Complete Website Analysis (On-Page & Off-Page).
2.   Fix Critical Issues.
3.   Cleanup Spam backlinks - Link Profile Cleanup.

SEO Project - Requirements & Targets
1.   Discuss and Finalize Client business targets.
2.   Based on Client's business targets, prepare SEO project requirements.
3.   Based on Target, finalize client's products/services/primary keywords.

Tracking & Reporting
1.   Tracking target keyword ranking on Google.
2.   Introduction to Google Analytics.
3.   Generating various types of reports.
4.   Report website visitors, geo, traffic sources, time spent, bounce rate and more.

Learn2Earn Labs

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