

Introduction

1. Internet and Search Engine Basics
2. Web generations
 - 2,1. 1st generation
 - 2,2. 2nd generation
 - 2,3. 3rd generation
 - 2,4. 4th generation
3. Types of Internet Marketing Methods
 - 3,1. Social media marketing
 - 3,2. Influencer marketing
 - 3,3. Affiliate marketing
 - 3,4. Email marketing
 - 3,5. Content marketing
 - 3,6. Search engine optimization (SEO)
 - 3,7. Paid advertising
4. Importance of Search Engines
5. How does the search engine work?
 - 5,1. What are Crawler and Spider?
6. Understanding the SERP
7. Using Search Operators
 - 7,1. site: / inurl: / intitle:
8. Google Search Engine Architecture
9. Search Engine Algorithms
 - 9,1. Panda
 - 9,2. Penguin
 - 9,3. Zebra
 - 9,4. Rankbrain
10. Google Page Rank Technology
11. How to find Latest Updates about SEO Algorithms
12. Where is Google SEO Guidelines
13. Search Engines VS directory

On-Page Optimization (Technical)

14. Structure
 - 14,1. Hardware structure
 - 14,2. Software structure
 - 14,2,1. Domain Selection
 - 14,2,2. Basics of Website Designing / Development
 - 14,2,3. Essentials of good website designing
 - 14,2,4. Website Structure and Navigation Menu Optimization
 - 14,2,5. Coding Best Practices
 - 14,2,6. Dynamic Website SEO
 - 14,2,7. Difference between Dynamic and Static Sites

- 14,2,8. SEO for Word press (SEO Plugins)
- 15. What are the PDP and PLP pages?
- 16. Filename Optimization
- 17. URL Structure
 - 17,1. What is URL segmentation?
 - 17,2. Best URL structure sitename.com/serviceType/serviceCategory/serviceName
 - 17,3. URL Rewriting and Redirecting Techniques (301, 302)
- 18. What is Canonical?
- 19. What is Cannibalization?

Performance

- 20. Onsite Optimization Basics (GTMetricx)
- 21. Image optimization
 - 21,1. How to create a progressive image
 - 21,2. How to compress image
 - 21,3.
- 22. Server optimization
- 23. Minify html / css / js
- 24. Onsite Optimization Advance (Page speed insight)
- 25. Speed up website (TTFB)
- 26. Code optimization (PHP)
- 27. What is CDN and how to Setup?
- 28. How to read the waterfall?
- 29. What is sitemap and Creating an HTML and XML sitemaps?

Readability

- 30. HTML Basics for SEO
- 31. Title Tag Optimization
- 32. Meta Tags Optimization
- 33. HTML Validation using W3C
- 34. Iframes / Frames effects on SEO
- 35. HTML^o tags
 - 35,1. Header
 - 35,2. Footer
 - 35,3. Main
 - 35,4. Aside
 - 35,5. Article
 - 35,6. Section
 - 35,7. Time
 - 35,8. Address
- 36. Creating an HTML and XML sitemaps
 - 36,1. Create hierarchical sitemap
- 37. Create an outline for the page
- 38. Multiple H1 in a page
- 39. SEO friendly hidden elements
- 40. Image tag optimization alt tag

- ε\ . Structure data

Availability

- εΥ . Hosting Selection
- εΨ . Server uptime (Uptimerobot tool, pingdom tool)
- εΞ . HTTP status code
 - εΞ, \ . 2xx codes
 - εΞ, Υ . 3xx codes
 - εΞ, Ψ . 4xx codes
 - εΞ, Ξ . 5xx codes
- εϞ . Custom page (ε•ε, Ϟ•Ψ)
- εϠ . Creating Robots.txt file

Content Optimization

- εΥ . SWOT Analysis of Website
- εϠ . Target segmentation & Persona
- εϡ . Keyword Research
- ϞϞ . Interview with the business owner
- ϞϠ . Interview with employee
- Ϟϡ . Competitor Keywords Analysis
- ϞϢ . Find customer needs
- Ϟϣ . Enable site search in google analytic
- ϞϤ . Finding Right Appropriate Keywords.
- Ϟϥ . Keyword map
- ϞϦ . Keyword strategy
- Ϟϧ . Content strategy
- ϞϨ . Keyword Density Analysis
- Ϟϩ . TF.IDF
- Ϟϫ . Topic cluster
- ϞϬ . Content structure

Off-Page Optimization

- Ϟϭ . What are the link, anchor and anchor text
- ϞϮ . Follow / No-follow links
- Ϟϯ . Internal Link Strategy
- Ϟϰ . Anchor Links Optimization
- Ϟϱ . Local Business Listing (Local SEO)
- Ϟϲ . Local marketing of websites depending on locations
- Ϟϳ . Black Hat / White Hat / Grey Hat SEO
- Ϟϴ . Free Links / Paid Links
- Ϟϵ . Linking Building Methodology
- Ϟ϶ . Directory Submission

- ٧٣. Blog Submission
- ٧٤. Forums
- ٧٥. Forum Signatures and Commenting
- ٧٦. Press Releases
- ٧٧. Social Bookmarking
- ٧٨. Blog Commenting
- ٧٩. Article Submissions
- ٨٠. Video Submissions
- ٨١. Social Media Optimization Techniques (Basics)
- ٨٢. RSS Feeds Submissions
- ٨٣. Tracking the Links and Page Rank
- ٨٤. Work with MOZPro
- ٨٥. Work with Ahref
- ٨٦. SEO power suite
- ٨٧. Disavow management
- ٨٨. Question and Answers

SEO & Social networks

- ٨٩. Social Media Optimization (SMO) Training
- ٩٠. Add social tags
- ٩١. Twitter
- ٩٢. Open graph
- ٩٣. Developing Marketing Strategies for SMO Training
- ٩٤. URL Shortening Tools
- ٩٥. Using Tools and Applications for SMO
- ٩٦. Social Bookmarking Training
- ٩٧. Viral Marketing For You tube

Reports and Management

- ٩٨. Google search console
 - ٩٨,١. Get your site working on Search Console
 - ٩٨,٢. Manage, monitor, & maintain your site
 - ٩٨,٣. What are impressions, position, and clicks?
 - ٩٨,٤. Get your website on google
- ٩٩. Website Position Analysis in various search engines
- ١٠٠. Google analytic
- ١٠١. Introduction to Google Analytic in details
- ١٠٢. Installing Google Analytic
- ١٠٣. Basics of Google Analytic
- ١٠٤. Visitors Reports
- ١٠٥. Geographic Reports
- ١٠٦. Traffic Sources Reports
- ١٠٧. Keywords Reports
- ١٠٨. Your Goals and Conversions
- ١٠٩. Google data studio

- 110. Create SEO dashboard with google data studio
- 111. How to write SEO proposal
- 112. How to write SEO contract

Single Topics

- 113. How to enable site search in google analytics?
- 114. What is Google Sandbox?
- 115. SEO is an Art or Science?