



# SEO Course Module

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Digital Marketing Freelance Agency



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# Web Design and Web Hosting Basics

- What is Web Hosting?

What is Web Hosting Control Panel?

How to Operate Web Hosting Control Panel?

How to Search and Book a Domain and Web Hosting

How to Download a Live Website?

How to Upload an Offline Website to Live Servers?

How to Get Templates for Your Website?



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# SEO (Search Engine Optimization) Course

- ▶ What is SEO (Search Engine Optimization)?

What is SERP (Search Engine Result Pages)?

SEO Basics



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# Keyword Research

- ▶ What are Keywords and Search Queries?

How to Find Out Keywords?

How and Why to Use Google Keyword Planner?



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# On Page Optimization Training

► What is In On Page Optimization?

How to Make Your Site SEO Friendly?

What are URLs (Uniform Recourse Locator?)

How to Make SEO Friendly URLs

Title Tag Optimization

Meta Tags Optimization

Headings Tags Optimization

What is Content?

How to Write SEO Friendly Content

How to Write High Quality Content



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# On Page Optimization Training

- ▶ How to Remove Content Errors (Grammatical, Verbs and Punctuation Mistakes)

Image Optimization

Alt Optimization

On Page Links Optimization

Link's Titles Optimization

- ▶ Site Map Creation and Submission

Robots.TXT File Creation and Submission



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# Off Page Optimization Training

- ▶ What is Off Page and Why It's Important?
- Difference Between On Page and Off Page Optimization
- What are Backlinks?
- Difference between Do Follow and No Follow Backlinks
- How to Create Backlinks Using Following Methods
- Guest Blogging
- Comment Posting
- Article Writing and Submissions
- Press Release Writing and Submissions
- Social Bookmarking and Submissions
- Social Sharing of Your Content
- Directory Submissions
- Classifieds Submissions
- Forum Posting
- Business Listing
- Business Listing Optimization



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# Website Analysis and Submission Tools

► Google Webmaster Tool (Basic and Advance)

Google Analytics Tool (Basic and Advance)



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# Advance Module of SEO

- ▶ Keyword Density
- Keyword Spamming
- Keyword Stuffing
- Over Optimization
- Link Spamming and Stuffing
- Anchor Text Over Optimization
- Quality and Quantity Link Building
- Domain Age
- Domain and Page Authorities
- Google Page Rank
- How to Increase Page Rank
- Content and Link Relevancy



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# Google's Major Algorithms Updates and Penalties

► Google Panda Update (Basic and Advance)

Google Penguin Update (Basic and Advance)

Google EMD Update (Basic and Advance)

Google Humming Bird Update (Basic and Advance)



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