

W3 Engineers

Standards/ Curriculum Format for Practical Search Engine Optimization (SEO)

Course Duration: Three Months

Course Curriculum

• Discussion on Search Engine Optimization (SEO):

○ What is Search Engine

Lesson

○ Why we use Search Engines

Lesson

○ Why does my website need SEO?

Lesson

○ Can I do SEO for myself or my business?

Lesson

○ Order of SEO

Lesson

○ Why can't the search engines figure out my site without SEO?

Lesson

• Keyword Research:

○ Keyword Research and Selection

Lesson

○ Optimize Keywords in Anchor Text

Lesson

○ Optimize Your Keyword Density

Lesson

○ Keyword Research Tips & Ideas

Lesson

○ Using Google Insights for Search and Google Trends for Keyword Research

Lesson

• (Practical + Theory Session) On-Page Optimization Title Tag Optimization:

○ Optimize Keywords in Title Tag

Lesson

○ Knowing the latest updates

Lesson

• Meta Description:

○ Meta Tag Checker

Lesson

○ Optimize Keywords in Description Meta Tag

Lesson

• URL Structure:

○ Search Engine friendly URL optimization

Lesson

○ EMD or Keyword Rich Domain

Lesson

○ Domains with dash/hyphen

Lesson

- Domain length issue

Lesson

- **Content Optimization:**

- Setting up optimized Blog Post Title

Lesson

- Do Post Titles Make Difference to SERPs?

Lesson

- Writing Purposeful Post Titles

Lesson

- Make Descriptive Post Titles