Complete SEO Professional Training

Course Duration: 8 Weeks (5 Days a Week)

Target Audience:	Course Objectives:
• Marketing Professionals • Business Owners • Content Creators • Web Developers • Digital Marketing Enthusiasts	• To provide a comprehensive understanding of SEO principles and practices. • To develop the skills necessary to analyze, implement, and measure effective SEO strategies.

Day 1: Understanding SEO Fundamentals

- Overview of Search Engine Basics

- Importance of SEO in Digital Marketing

- Key SEO Terminology: SERPs, Crawlers, Indexing, Ranking

Day 2: Search Engine Algorithms

- Analyzing Major Search Engine Algorithms

- The Role of Google's Algorithm Updates

- Understanding Ranking Factors

Day 3: SEO Objectives and Strategies

- Setting SEO Goals and KPIs

- Developing a Long-term SEO Strategy

- The Importance of User Experience (UX)

Day 4: Overview of SEO Tools

- Introduction to Key SEO Tools (Google Analytics, Ahrefs, SEMrush)

- Setting Up Accounts and Navigating Interfaces

- Understanding Metrics: Traffic, Bounce Rate, Conversion Rate

Day 5: Introduction to Keyword Research

- What is Keyword Research?

- Tools and Techniques for Keyword Discovery

- Long-tail vs. Short-tail Keywords

Day 6: Advanced Keyword Research Techniques

- Competitor Keyword Gap Analysis

- Identifying Search Intent: Informational, Navigational, Transactional

- Using Google Trends and Other Tools

Day 7: Creating a Keyword Strategy

- Prioritizing Keywords Based on Relevance and Search Volume
- Mapping Keywords to Content and Pages
- Developing a Post Planning Template

Day 8: SEO Content Creation

- Best Practices for SEO Content Writing
- Structuring Content for Optimal SEO
- Understanding Content Formats: Blogs, Landing Pages, and Articles

Day 9: On-Page SEO Fundamentals

- Elements of On-Page SEO: Titles, Meta Descriptions, Headers
- The Importance of Internal Linking
- Image Optimization Techniques

Day 10: Practical Workshop: Keyword Strategy Development

- Hands-On Session: Developing a Keyword Strategy
- Case Study Analysis: Reviewing Successful Keyword Strategies
- Feedback and Discussion

Day 11: Advanced On-Page SEO Techniques

- Crafting SEO-Friendly URLs
- Utilizing Schema Markup for Enhanced Snippets
- Implementing Social Sharing Elements

Day 12: Introduction to Technical SEO

- Understanding Technical SEO and Its Importance
- Key Technical Elements: Site Speed, Mobile Optimization, HTTPS
- Audit Communication: Analyzing Technical SEO Issues

Day 13: Conducting a Technical SEO Audit

- Step-by-Step Technical SEO Audit Process
- Using Tools to Identify Technical Issues
- Developing a Fixing Plan

Day 14: Crawlability and Indexing

- Ensuring Proper Crawlability of Your Site
- Utilizing Robots.txt and XML Sitemaps
- Understanding Canonical Tags and Their Importance

Day 15: Workshop: On-Page SEO Optimization

- Hands-On Session: Optimizing Sample Webpages
- Peer Review and Feedback on Optimized Pages
- Discussion on Best Practices

Day 16: Understanding Off-Page SEO

- Overview of Off-Page SEO and Its Impact on Rankings
- Key Off-Page SEO Factors: Backlinks, Social Signals

Day 17: Building a Link Building Strategy

- Types of Links: Internal, External, Natural, and Manual
- Understanding Link Equity and Authority
- Developing a Link Building Outreach Plan

Day 18: Content Marketing and SEO

- The Relationship Between Content Marketing and SEO
- Strategies for Creating Link-Worthy Content
- Utilizing Guest Blogging for Link Building

Day 19: Measuring Link Building Success

- Tools for Analyzing Backlink Profiles
- Understanding the Effects of Links on SEO
- Creating a Backlink Tracking Sheet

Day 20: Workshop: Link Building Outreach

- Hands-On Session: Crafting Outreach Emails
- Role-Playing Outreach Scenarios
- Group Discussion on Effective Link Building Techniques

Day 21: Introduction to Local SEO

- Understanding Local SEO's Importance for Businesses
- Key Local Ranking Factors
- Setting Up Google My Business

Day 22: Local SEO Strategies

- Optimizing Your Website for Local Keywords
- Importance of NAP Consistency
- Building Local Citations and Directories

Day 23: Mobile SEO Best Practices

- Understanding Mobile-First Indexing
- Optimizing for Mobile User Experience
- Tools for Assessing Mobile Performance

Day 24: Measuring Local SEO Success

- Key Metrics for Local SEO Performance
- Analyzing Google My Business Insights
- Tools for Tracking Local Rankings

Day 25: Workshop: Local SEO Optimization

- Hands-On Session: Optimizing Local Business Listings
- Group Evaluations and Strategy Sharing
- Real-World Applications and Case Studies

Day 26: Introduction to SEO Analytics

- Understanding the Role of Google Analytics in SEO
- Setting Up Goals and Conversions
- Key Metrics to Monitor for SEO Performance

Day 27: Tracking Keyword Rankings

- Tools for Tracking and Reporting Keyword Rankings
- Understanding Changes and Their Impacts
- Developing a Monthly Reporting Template

Day 28: Analyzing Traffic Sources

- Identifying Organic Traffic Patterns
- Analyzing Traffic by Content and Keyword Performance
- SAM (Segmenting, Analyzing, Measuring) Techniques

Day 29: Utilizing Google Search Console

- Setting Up Google Search Console
- Analyzing Performance Reports
- Identifying and Fixing Indexing Issues

Day 30: Workshop: SEO Performance Analysis

- Hands-On Session: Analyzing Google Analytics Reports
- Group Discussions on Findings and Insights
- Developing Action Plans Based on Data

Day 31: Current SEO Trends

- Exploring Voice Search and Conversational SEO
- Understanding the Rise of Video SEO
- The Importance of User Experience Signals

Day 32: The Role of Artificial Intelligence in SEO

- Understanding AI and Machine Learning Impact on Search
- Tools and Technologies to Leverage AI in SEO

Day 33: E-A-T: Expertise, Authoritativeness, Trustworthiness

- Understanding E-A-T and Its Relevance to SEO
- Strategies to Enhance Your E-A-T Signals

Day 34: Preparing for Future SEO Changes

- Staying Ahead of SEO Trends

- Continuous Learning Resources and Communities

- Developing a Growth Mindset Towards SEO

Day 35: Workshop: Implementing Trends

- Hands-On Session: Adapting Current SEO Strategies to Trends

- Group Brainstorming on Innovative SEO Ideas

- Sharing Insights and Best Practices

Day 36: Capstone Project Introduction

- Overview of the Capstone Project Requirements

- Forming Teams and Project Planning

- Defining Project Objectives

Day 37: Capstone Project Development

- Workday for Team Collaboration

- Applying Skills Learned throughout the Course

- Instructor Guidance and Feedback Sessions

Day 38: Capstone Project Presentation Preparation

- Preparing Project Presentations

- Tips for Delivering Engaging Presentations

- Dress Rehearsals and Group Feedback

Day 39: Capstone Project Presentations

- Presenting Projects to Instructors and Peers

- Q&A Session and Peer Feedback

- Discussion on Learnings and Challenges Faced

Day 40: Course Wrap-Up and Certification Distribution

- Recap of Key Learnings and Skills Acquired

- Discussion on Next Steps in SEO Career Development

- Certificate Distribution and Networking Opportunities