Excellence Educational Academy
Alipore, Kolkata
*[Where **TALENT** is the keyword]*
<u>**Sister Concern is**</u>

e-DIGITAL LEARNING

AN INSTITUTE FOR MULTIDISCIPLINE TECHNICAL COACHING CLASSES & GUIDANCE
[Founded and Directed by a Renowned Academicians & Corporate Professionals]

Ref. No. : EEA/TTD-SEO/IT/2024   **Date : 10/11/2024**

IT Professional Corporate Training Curriculum for IT/Non-IT Participants

Name of the Corporate Training :
Search Engine Optimization (SEO)

Course Duration: 50 Hours
Course Code: TTD-SEO
Target Audience: Students, corporate trainees, marketers, or professionals interested in mastering SEO techniques to improve website visibility.
Prerequisites: Basic knowledge of websites and content creation is beneficial.

Course Outline

Module 1: Introduction to SEO

- **Topics Covered:**
    - Overview of SEO and its importance
    - Understanding search engines and how they work
    - Key components of SEO: On-page, Off-page, and Technical SEO
    - Key SEO metrics and tools (Google Analytics, Google Search Console, Moz, SEMrush)
- **Milestone 1 Project:**
    - Create an SEO audit checklist for an existing website to understand the current SEO status.

Module 2: Keyword Research and Analysis

- **Topics Covered:**
    - Understanding keywords and search intent

- Using keyword research tools (Google Keyword Planner, Ubersuggest, Ahrefs)
- Analyzing competition and keyword difficulty
- Creating a keyword list based on search volume and relevance

- **Milestone 2 Project:**
  - Conduct keyword research for a website or blog and prepare a targeted keyword strategy.

Module 3: On-Page SEO Optimization

- **Topics Covered:**
  - Crafting SEO-friendly title tags and meta descriptions
  - Proper use of header tags (H1, H2, H3) and structured data
  - Keyword optimization in content without overstuffing
  - Image SEO: Alt tags, file names, and compression
- **Milestone 3 Project:**
  - Optimize title tags, meta descriptions, and headers for a sample website page.

Module 4: Content Optimization and SEO Copywriting

- **Topics Covered:**
  - Writing high-quality, SEO-friendly content
  - LSI (Latent Semantic Indexing) keywords and natural language processing
  - Content structuring for readability and engagement
  - Strategies for increasing dwell time and reducing bounce rate
- **Milestone 4 Project:**
  - Write and optimize a blog post with proper keyword placement and readability techniques.

Module 5: Technical SEO Essentials

- **Topics Covered:**
  - Site structure and navigation for better crawlability
  - Optimizing URL structure, canonical tags, and redirects
  - Robots.txt file and XML sitemaps
  - Managing duplicate content issues
- **Milestone 5 Project:**
  - Perform a technical SEO audit on a website and create a report with recommendations.

Module 6: Mobile SEO and Page Speed Optimization

- **Topics Covered:**
  - Mobile-first indexing and responsive design principles
  - Optimizing page speed with tools like Google PageSpeed Insights
  - Reducing server response times, image compression, and caching
  - AMP (Accelerated Mobile Pages) basics
- **Milestone 6 Project:**
  - Optimize page speed and mobile responsiveness for a sample website page.

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Module 7: Link Building and Off-Page SEO

- **Topics Covered:**
  - Importance of backlinks in SEO
  - Link-building strategies: guest blogging, broken link building, outreach
  - Quality vs. quantity of backlinks
  - Tracking and analyzing backlink profile using tools like Ahrefs and SEMrush
- **Milestone 7 Project:**
  - Create a link-building strategy and execute a small outreach campaign to build backlinks.

Module 8: Local SEO

- **Topics Covered:**
  - Optimizing for local search and local intent
  - Setting up Google My Business and managing online reviews
  - Local citations and NAP (Name, Address, Phone) consistency
  - Schema markup for local businesses
- **Milestone 8 Project:**
  - Set up a Google My Business profile for a local business and optimize it for search.

Module 9: Tracking, Reporting, and Analytics

- **Topics Covered:**
  - Google Analytics for tracking traffic, goals, and conversions
  - Using Google Search Console for monitoring website performance
  - Setting up SEO KPIs (Key Performance Indicators) and reporting
  - Analyzing traffic sources, user behavior, and keyword rankings
- **Milestone 9 Project:**
  - Create a comprehensive SEO report with insights and suggestions for an existing website.

Module 10: Advanced SEO Techniques and Future Trends

- **Topics Covered:**
  - Introduction to advanced SEO techniques: Core Web Vitals, voice search optimization, and E-A-T (Expertise, Authoritativeness, Trustworthiness)
  - Leveraging AI in SEO (chatbots, NLP, and machine learning)
  - Staying updated with Google algorithm updates
  - SEO trends: video SEO, visual search, and content clusters
- **Final Project:**
  - Develop a complete SEO strategy for a website, covering all aspects (on-page, off-page, technical, content, and analytics) and prepare a presentation outlining the strategy.

Assessment and Evaluation
- Milestone Projects: 60% of final grade
- Final Project: 30% of final grade
- Participation and Attendance: 10% of final grade

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Resources

- Recommended Books:
    - "SEO 2023" by Adam Clarke
    - "The Art of SEO" by Eric Enge, Stephan Spencer, and Jessie Stricchiola
- Online Platforms:
    - Google Search Central
    - Moz Academy

Course Delivery

- Method: Blended learning (theory and practical)
- Format: Lectures, hands-on sessions, and project work

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