

SEO

Introduction

The SEO (Search Engine Optimization) is designed to teach you the concept behind Google search engine algorithm that you may apply to a career in digital advertising and marketing or online content development including on-page and off-page optimization, accomplishing search-centred website audits, and aligning search engine optimization with usual commercial enterprise strategies. It will take you from an absolute amateur to an effective SEO practitioner with advanced information on search engines. **What does this certification cover?**

A framework technique to SEO: In preference to train you, a fixed of procedures with the intention to have a restricted shelf-life, this focuses on constructing a solid knowledge of the fundamental way of how search engines work. It is this understanding so that it will allow you to build your own strategies, give you your own processes and out-tempo your competition.

Technical SEO: We'll take you from an understanding of how search engines crawl, render and index the web, through to the details of how to get your hands dirty and implement schema, canonical and hreflang tags.

Link building: Links are still one of the most important ranking factors in Google. We'll go through the details of different link-building strategies, tactics, and tools.

Scope of SEO If you have SEO expertise, you can work as a freelancer on sites like Fiverr, Upwork, and Freelancer.com. To make a good profit, you can launch your own e-commerce websites and rank them on search engines. You can also advertise affiliate deals and launch your own blogs and affiliate marketing websites.

REQUIREMENTS:

- A basic understanding of HTML would be advantageous
- Minimum education Intermediate/A/O-Levels

CURRICULUM:

Sr. No.	Contents
1	Introduction to SEO <ul style="list-style-type: none">• How internet works?• Understanding DNS & Web Server• How search engine works (Crawling / Indexing)• Introduction to SEO Types & Techniques• SEO and SEM (The difference)• Domain & Hosting
2	Keyword Research <ul style="list-style-type: none">• What are Keywords?• Types of Keywords• Getting started with Keyword Research (Search Volume & KD)• Getting started with Google Keyword Planner• Understanding SEMrush

Sr. No.	Contents
3	<p data-bbox="480 248 938 286">Understanding WordPress</p> <ul data-bbox="528 331 1230 539" style="list-style-type: none"><li data-bbox="528 331 979 365">• Introduction to WordPress<li data-bbox="528 376 1230 409">• How to install WordPress on your Hosting<li data-bbox="528 421 991 454">• Building website in 3 clicks<li data-bbox="528 465 927 499">• Understanding Plugins<li data-bbox="528 510 1086 539">• Yoast SEO plugin for WordPress
4	<p data-bbox="480 654 715 692">On-Page SEO</p> <ul data-bbox="528 736 1326 1077" style="list-style-type: none"><li data-bbox="528 736 943 770">• On-page SEO overview<li data-bbox="528 781 1027 815">• Title Tag & URL Optimization<li data-bbox="528 826 1326 904">• Meta Data (Meta Title, Meta Description & Meta Keywords)<li data-bbox="528 916 995 949">• Heading Tags Optimization<li data-bbox="528 960 1023 994">• Keyword Density & Proximity<li data-bbox="528 1005 863 1039">• Image optimization<li data-bbox="528 1050 979 1077">• Internal & External Linking
5	<p data-bbox="480 1191 735 1229">Technical SEO</p> <ul data-bbox="528 1274 1134 1525" style="list-style-type: none"><li data-bbox="528 1274 900 1308">• Sitemap & Robots.txt<li data-bbox="528 1319 975 1352">• Optimization of JS & CSS<li data-bbox="528 1364 1011 1397">• Redirections (404, 302, 301)<li data-bbox="528 1408 1134 1442">• SCHEMA Markup (Structured Data)<li data-bbox="528 1453 815 1487">• Canonical Tags<li data-bbox="528 1498 740 1525">• Opengraph

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6	<p data-bbox="480 248 890 286">Google Search Console</p> <ul data-bbox="528 331 1276 629" style="list-style-type: none"><li data-bbox="528 331 1209 369">• Introduction to Google Webmaster Tools<li data-bbox="528 376 1098 414">• Verify Website in Search Console<li data-bbox="528 421 1276 459">• Performance & Coverage in Search Console<li data-bbox="528 465 965 504">• Removal and Disavow Tool<li data-bbox="528 510 821 548">• Core Web Vitals<li data-bbox="528 555 746 593">• Crawl Stats<li data-bbox="528 600 1117 638">• Manual Auction in Search Console
7	<p data-bbox="480 741 719 779">Off-Page SEO</p> <ul data-bbox="528 824 1101 1122" style="list-style-type: none"><li data-bbox="528 824 997 862">• Search Engine Submission<li data-bbox="528 869 879 907">• Social Bookmarking<li data-bbox="528 913 1101 952">• Infographics & Image Submission<li data-bbox="528 958 965 996">• PDF & PPT Submissions<li data-bbox="528 1003 922 1041">• Directory Submissions<li data-bbox="528 1048 1086 1086">• Forum Posting & Guest Blogging<li data-bbox="528 1093 710 1131">• Outreach
8	<p data-bbox="480 1234 662 1272">Local SEO</p> <ul data-bbox="528 1317 973 1525" style="list-style-type: none"><li data-bbox="528 1317 973 1355">• Introduction to Local SEO<li data-bbox="528 1361 906 1400">• What are MAP Packs<li data-bbox="528 1406 927 1444">• Setting up GMB Profile<li data-bbox="528 1451 895 1489">• Optimization of GMB<li data-bbox="528 1496 790 1534">• NAP Citations

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9	<p>Google Ranking Signals</p> <ul style="list-style-type: none"> • What are google ranking signal? • Google BERT & CIS • Deduplication & EMD Systems • Freshness & Helpful Content Systems • Link Analysis & MUM • Neural Matching & OCS • Page Experience and Rank Brain
10	<p>Google Analytics</p> <ul style="list-style-type: none"> • Introduction to Google Analytics (GA-4) • Setting up Data-streams in GA-4 for website • Understanding different metrics • Understanding Events, Conversions and Audiences
11	<p>Site Audit and Reporting</p> <ul style="list-style-type: none"> • Introduction to Screaming Frog • On-Page SEO Analysis • Technical SEO Review • Mobile-Friendly Analysis • Page Speed Evaluation • Content Quality Check
12	<p>SEO with AI</p> <ul style="list-style-type: none"> • Creating content with AI • ChatGPT Prompts for SEO

Outcomes:

- Conduct On-Page SEO best practices
- Conduct OFF-Page SEO best practices
- Generate backlinks properly
- Do an SEO audit for the website

BENEFITS:

- Ability to do complete SEO of a website
- Technical SEO understanding
- An in-depth understanding of how search engines crawl, render and index websites

Skill-Wise Earnings:

Skill Level	Avg Monthly Salary
Junior	50k-70k
Mid-Level	80k-110k
Advanced	120k- 250k
Freelancer	50k-250k

Affiliation & Collaboarations



PBTE



PSDA