# 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**<br>• How internet works?<br>• Understanding DNS & Web Server<br>• How search engine works (Crawling / Indexing)<br>• Introduction to SEO \| Types & Techniques<br>• SEO and SEM ( The difference)<br>• Domain & Hosting |
| 2 | **Keyword Research**<br>• What are Keywords?<br>• Types of Keywords<br>• Getting started with Keyword Research (Search Volume & KD)<br>• Getting started with Google Keyword Planner<br>• Understanding SEMrush |

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| 3 | **Understanding WordPress**<br>• Introduction to WordPress<br>• How to install WordPress on your Hosting<br>• Building website in 3 clicks<br>• Understanding Plugins<br>• Yoast SEO plugin for WordPress |
| 4 | **On-Page SEO**<br>• On-page SEO overview<br>• Title Tag & URL Optimization<br>• Meta Data (Meta Title, Meta Description & Meta Keywords)<br>• Heading Tags Optimization<br>• Keyword Density & Proximity<br>• Image optimization<br>• Internal & External Linking |
| 5 | **Technical SEO**<br>• Sitemap & Robots.txt<br>• Optimization of JS & CSS<br>• Redirections (404, 302, 301)<br>• SCHEMA Markup (Structured Data)<br>• Canonical Tags<br>• Opengraph |

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| 6 | **Google Search Console**<br>• Introduction to Google Webmaster Tools<br>• Verify Website in Search Console<br>• Performance & Coverage in Search Console<br>• Removal and Divow Tool<br>• Core Web Vitals<br>• Crawl Stats<br>• Manual Auction in Search Console |
| 7 | **Off-Page SEO**<br>• Search Engine Submission<br>• Social Bookmarking<br>• Infographics & Image Submission<br>• PDF & PPT Submissions<br>• Directory Submissions<br>• Forum Posting & Guest Blogging<br>• Outreach |
| 8 | **Local SEO**<br>• Introduction to Local SEO<br>• What are MAP Packs<br>• Setting up GMB Profile<br>• Optimization of GMB<br>• NAP Citations |

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| 9 | **Google Ranking Signals**<br>• What are google ranking signal?<br>• Google BERT & CIS<br>• Deduplication & EMD Systems<br>• Freshness & Helpful Content Systems<br>• Link Analysis & MUM<br>• Neural Matching & OCS<br>• Page Experience and Rank Brain |
| 10 | **Google Analytics**<br>• Introduction to Google Analytics (GA-4)<br>• Setting up Data-streams in GA-4 for website<br>• Understanding different metrics<br>• Understanding Events, Conversions and Audiences |
| 11 | **Site Audit and Reporting**<br>• Introduction to Screaming Frog<br>• On-Page SEO Analysis<br>• Technical SEO Review<br>• Mobile-Friendly Analysis<br>• Page Speed Evaluation<br>• Content Quality Check |
| 12 | **SEO with AI**<br>• Creating content with AI<br>• ChatGPT Promts 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


PUNJAB SKILLS DEVELOPMENT AUTHORITY
GOVERNMENT OF THE PUNJAB
PSDA