INTRODUCTION
 Search Engine Optimization are the activities carried out on page and off page of a website to improve the websites visibility in the search engines.

 OBJECTIVE
 The Search Engine Optimization Course would teach students how to carry out both off page and on page search engine optimization activities on a website and how to use Search engine optimization tools to gauge a website and check the results of all search engine optimization activities carried out on a website as compared to that of a competitor with the similar brand or keyword.

 COURSE OUTLINE

- Introduction to Search Engines functionality
- Search Engine on and off page optimization
- Keyword Research , Analysis and keyword terms
- Search Engine optimization tools
- Search engine optimization during web design
- Linking
- Spamming in Search Engine optimization
- Global Search Engine optimization

COURSE BREAKDOWN
 MODULE 1
 Introduction to Search Engines functionality

- History of search engines
- How search engines work
- The anatomy of a search results page
- Organic vs sponsored search results
- Search engine crawling, indexing and caching
- Search Engine issues
- Penguin , panda and Hummingbird algorithms

 MODULE 2
 Search Engine on and off page optimization

- Content optimization
- Anchor texts
- Title optimization
- Internal and external linking
- The relevance of architecture in optimization
- Video optimization

MODULE 3
Keyword Research , Analysis and keyword terms

- Keyword density
- Keyword prominence
- Keyword positioning
- Keyword planner
- Keyword ranking

MODULE 4
Search Engine optimization tools

- Google Analytics
- Google webmasters
- Google keyword planner
- Google and bing places
- Alexa rank checker
- URL rewriting tool
- Cloaking checker
- Google pagerank tool
- Back link anchor text anaylisis
- Domain age and stats tool
- 301 Redirects
- Backlink builder
- All in one seo packs

MODULE 5
Search engine optimization during web design

- Title , Meta description and meta keyword

- Spider-friendly code design
- Navigation element plan
- Search Engine compatibility and web layout for search engine optimization

MODULE 6
 Linking

- Directory submission
- Social media posts and shares
- Guest posting and Article submission
- Blog commenting
- RSS feeds
- Links solicitation, One way links, two way links and links farms

MODULE 7
 Spamming in Search Engine optimization

- White Hat vs Black hat vs Grey hat seo Techniques
- Duplicate content
- Cloaking and phishing
- Page redirects
- Doorway pages
- Hidden text
- Keyword stuffing
- Link farms

MODULE 8
 Global Search Engine optimization

- Optimizing a website for global presence
- Optimizing for websites such as baidu and yandex

BY THE END OF THE Search Engine Optimization Course, STUDENTS WOULD BE ABLE TO

- Effectively optimize a website for excellent organic search results.

CAREER OPTIONS AFTER COURSE
 Students who complete this course have the following career options

- Search Engine optimization manager
- Search Engine optimization specialist