

## Introduction

1. Internet and Search Engine Basics
2. Web generations
3. SEO terminology

## On-Page Optimization (Technical)

4. Structure
  - 4.1. Hardware structure
  - 4.2. Software structure
5. [What are the PDP and PLP pages?](#)
6. Filename Optimization
7. [URL Structure](#)

## Performance

8. [Onsite Optimization Basics \(GTMetrix\)](#)
9. [Image optimization](#)
10. [Server optimization](#)
11. Minify HTML / CSS / js
12. Onsite Optimization Advance (Page speed insight)
13. [Speed up website \(TTFB\) \(SEOLAB only\)](#)
14. Code optimization (PHP) (SEOLAB only)
15. [What is CDN and how to Setup? \(SEOLAB only\)](#)
16. [How to read the waterfall? \(SEOLAB only\)](#)
17. [What is sitemap and Creating an HTML and XML sitemaps?](#)

## Readability

18. [HTML Basics for SEO](#)
19. [Title Tag Optimization](#)
20. [Meta Tags Optimization](#)
21. [HTML Validation using W3C](#)
22. [Iframes / Frames effects on SEO](#)
23. [HTML5 tags](#)
24. [Creating an HTML and XML sitemaps](#)
25. Create an outline for the page
26. Multiple H1 in a page (SEOLAB only)
27. SEO friendly hidden elements (SEOLAB only)
28. Image tag optimization alt tag
29. Structure data

## Availability

30. Hosting Selection
31. Server uptime (uptimerobot tool, pingdom tool)
32. [HTTP status code](#)
  - 32.1. 2xx codes
  - 32.2. 3xx codes
    - 32.2.1. [Redirect loop & redirect chain](#)
  - 32.3. 4xx codes
  - 32.4. 5xx codes
33. [Custom page \(404, 503\)](#)
34. Creating Robots.txt file

## Content Optimization

35. SWOT Analysis of Website
36. Target segmentation & Persona
37. Keyword Research
38. Interview with the business owner
39. Interview with employee
40. Competitor Keywords Analysis
41. Find customer needs
42. Enable site search in google analytic
43. Finding Right Appropriate Keywords.
44. Keyword map
45. Keyword strategy
46. Content strategy
47. Keyword Density Analysis
48. TF.IDF
49. Topic cluster
50. Content structure

## Off-Page Optimization

51. What are the link, anchor and anchor text
52. Follow / No-follow links
53. Internal Link Strategy
54. Anchor Links Optimization
55. Local Business Listing (Local SEO)
56. Local marketing of websites depending on locations
57. Black Hat / White Hat / Grey Hat SEO
58. Free Links / Paid Links
59. Linking Building Methodology