

Introduction

1. Internet and Search Engine Basics
2. Web generations
 - 2.1. 1st generation
 - 2.2. 2nd generation
 - 2.3. 3rd generation
 - 2.4. 4th generation
3. Types of Internet Marketing Methods
 - 3.1. Social media marketing
 - 3.2. Influencer marketing
 - 3.3. Affiliate marketing
 - 3.4. Email marketing
 - 3.5. Content marketing
 - 3.6. Search engine optimization (SEO)
 - 3.7. Paid advertising
4. Importance of Search Engines
5. How does the search engine work?
 - 5.1. What are Crawler and Spider?
6. Understanding the SERP
7. Using Search Operators
 - 7.1. site: / inurl: / intitle:
8. Google Search Engine Architecture
9. Search Engine Algorithms
 - 9.1. Panda
 - 9.2. Penguin
 - 9.3. Zebra
 - 9.4. Rankbrain
10. Google Page Rank Technology
11. How to find Latest Updates about SEO Algorithms
12. Where is Google SEO Guidelines
13. Search Engines VS Directories
14. SEO terminology

On-Page Optimization (Technical)

15. Structure
 - 15.1. Hardware structure
 - 15.2. Software structure
 - 15.2.1. Domain Selection
 - 15.2.2. Basics of Website Designing / Development
 - 15.2.3. Essentials of good website designing
 - 15.2.4. Website Structure and Navigation Menu Optimization
 - 15.2.5. Coding Best Practices (SEOLAB only)
 - 15.2.6. Dynamic Website SEO

- 15.2.7. Difference between Dynamic and Static Sites
- 15.2.8. SEO for Word press (SEO Plugins)
- 16. What are the PDP and PLP pages?
- 17. Filename Optimization
- 18. URL Structure
 - 18.1. What is URL segmentation?
 - 18.2. Best URL structure
 - 18.3. URL Rewriting
 - 18.4. URL Redirecting (301, 302)
- 19. What is Canonical?
- 20. What is Cannibalization?

Performance

- 21. Onsite Optimization Basics (GTMetrix)
- 22. Image optimization
 - 22.1. How to create a progressive image
 - 22.2. How to compress image
- 23. Server optimization
 - 23.1. Leverage browser caching
 - 23.2. Gzip
 - 23.3. Serve scaled image
- 24. Minify HTML / CSS / js
- 25. Onsite Optimization Advance (Page speed insight)
 - 25.1. FCP
 - 25.2. LCP
 - 25.3. TTI
 - 25.4.
- 26. Speed up website (TTFB) (SEOLAB only)
- 27. Code optimization (PHP) (SEOLAB only)
- 28. What is CDN and how to Setup? (SEOLAB only)
- 29. How to read the waterfall? (SEOLAB only)
- 30. What is sitemap and Creating an HTML and XML sitemaps?

Readability

- 31. HTML Basics for SEO
- 32. Title Tag Optimization
- 33. Meta Tags Optimization
- 34. HTML Validation using W3C
- 35. Iframes / Frames effects on SEO
- 36. HTML5 tags
 - 36.1. Header
 - 36.2. Footer
 - 36.3. Main
 - 36.4. Aside
 - 36.5. Article
 - 36.6. Section

- 36.7. Time
- 36.8. Address
- 36.9. Summary
- 36.10. Details
- 36.11. Figure & Figcaption
- 37. Creating an HTML and XML sitemaps
 - 37.1. Create hierarchical sitemap
- 38. Create an outline for the page
- 39. Multiple H1 in a page (SEOLAB only)
- 40. SEO friendly hidden elements (SEOLAB only)
- 41. Image tag optimization alt tag
- 42. Structure data
 - 42.1. Cleansing data
 - 42.2. Google reach features

Availability

- 43. Hosting Selection
- 44. Server uptime (uptimerobot tool, pingdom tool)
- 45. HTTP status code
 - 45.1. 2xx codes
 - 45.2. 3xx codes
 - 45.2.1. Redirect loop & redirect chain
 - 45.3. 4xx codes
 - 45.4. 5xx codes
- 46. Custom page (404, 503)
- 47. Creating Robots.txt file

Content Optimization

- 48. SWOT Analysis of Website
- 49. Target segmentation & Persona
- 50. Keyword Research
- 51. Interview with the business owner
- 52. Interview with employee
- 53. Competitor Keywords Analysis
- 54. Find customer needs
- 55. Enable site search in google analytic
- 56. Finding Right Appropriate Keywords.
- 57. Keyword map
- 58. Keyword strategy
- 59. Content strategy
- 60. Keyword Density Analysis
- 61. TF.IDF
- 62. Topic cluster
- 63. Content structure

Off-Page Optimization

64. What are the link, anchor and anchor text
65. Follow / No-follow links
66. Internal Link Strategy
67. Anchor Links Optimization
68. Local Business Listing (Local SEO)
69. Local marketing of websites depending on locations
70. Black Hat / White Hat / Grey Hat SEO
71. Free Links / Paid Links
72. Linking Building Methodology
73. Directory Submission
74. Blog Submission
75. Forums
76. Forum Signatures and Commenting
77. Press Releases
78. Social Bookmarking
79. Blog Commenting
80. Article Submissions
81. Video Submissions
82. Social Media Optimization Techniques (Basics)
83. RSS Feeds Submissions
84. Tracking the Links and Page Rank
85. Work with MOZPro (SEOLAB only)
86. Work with Ahref
87. SEO power suite (SEOLAB only)
88. Disavow management (SEOLAB only)
89. Question and Answers

SEO & Social networks

90. Social Media Optimization (SMO) Training (SEOLAB only)
91. Add social tags
92. Twitter
93. Open graph
94. Developing Marketing Strategies for SMO Training (SEOLAB only)
95. URL Shortening Tools (SEOLAB only)
96. Using Tools and Applications for SMO (SEOLAB only)
97. Social Bookmarking Training (SEOLAB only)
98. Viral Marketing For Youtube (SEOLAB only)

Reports and Management

99. Google search console
 - 99.1. Get your site working on Search Console
 - 99.2. Manage, monitor, & maintain your site

- 99.3. What are impressions, position, and clicks?
- 99.4. Get your website on google
- 100. Website Position Analysis in various search engines
- 101. Google analytic
- 102. Introduction to Google Analytic in details
- 103. Installing Google Analytics
- 104. Basics of Google Analytics
- 105. Visitors Reports
- 106. Geographic Reports
- 107. Traffic Sources Reports
- 108. Keywords Reports
- 109. Your Goals and Conversions
- 110. Google data studio
- 111. Create SEO dashboard with google data studio
- 112. How to write SEO proposal (SEOLAB only)
- 113. How to write SEO contract (SEOLAB only)

Single Topics

- 114. How to enable site search in google analytics? (SEOLAB only)
- 115. What is Google Sandbox?
- 116. SEO is an Art or Science?
- 117. Multilanguage website (SEOLAB only)

