Search Engine Optimization (SEO)

Month 1: Introduction to SEO and On-Page Optimization

Week 1: Introduction to SEO

- Overview of search engines and their role
- Importance of SEO in digital marketing
- Basics of search engine algorithms

Week 2-3: Keyword Research and Selection

- Importance of keywords in SEO
- Tools for keyword research
- Long-tail keywords and user intent

Week 4-5: On-Page Optimization

- Title tags, meta descriptions, and header tags
- URL structure and internal linking
- Image optimization and alt text

Week 6: Technical SEO

- Crawling and indexing
- XML sitemaps and robots.txt
- Page speed optimization

Month 2: Off-Page Optimization and Advanced SEO Techniques

Week 1-2: Link Building

- Importance of backlinks in SEO
- Strategies for ethical link building
- Tools for analyzing backlink profiles

Week 3-4: Local SEO and Mobile Optimization

- Optimizing for local search
- Google My Business optimization
- Mobile-friendly websites and responsive design

Week 5: SEO Analytics and Reporting

- Google Analytics setup and basics
- Monitoring website performance

- Reporting and key performance indicators (KPIs)

Week 6: Final Project and Emerging Trends

- Guided work on an SEO project

- Emerging trends in SEO

- Final presentations and feedback