



MODERN SEARCH ENGINE OPTIMIZATION (SEO) WITH AI TOOLS

COURSE OUTLINE

Introduction to SEO:

- What is SEO?
- How do Google, and Bing work?
- Keyword research
- Keyword analysis in SEO
- Understand the nature of search user
- SEO in the context of digital marketing
- How to Approach Your SEO Strategy
- SEO Definition and co-relate to physical marketing
- Why SEO is important?
- Modernized SEO
- Target markets
- Competitor and industry analysis
- A conceptual overview of algorithms
- Organic versus paid search results (differentiate)
- Background of SEO and implementation of SEO
- Search Quality Raters Guideline
- EEAT (Experience, Expertise, Authority & Trust)

SEO On-Site Optimization:

- Keyword Competition
- Sources for making quality Keywords
- Keyword Strategies Keyword Research locally and globally
- Keyword Density
- Keyword making and types of keywords making
- Keyword Research Tools
- Identifying Short tail and Long-Tail Keywords
- Keyword importance and integration
- Content Freshness & and plagiarism On-site optimization fundamentals
- Pages Title Tags Essential elements used in On-site optimization
- Heading Tags Meta keywords and descriptions
- Google Algorithm Internal linking and inbound link strategy
- Intro to How Structured Data Markup Works
- Pillar pages and cluster pages



Technical SEO:

How search engines crawl SEO audit checklist

- URL structures
- The perfectly optimized page
- SEO audit tools Architecture and design structure for the best SEO website
- Crawl Budget
- Different between discovery/crawling/indexing
- What is Crawl Budget
- Canonicalization
- Mobile first indexing.
- AMP
- Silo Structure
- Click Depth

Ranking & Search Appearance:

- Overview
- Favicons
- Featured Snippet
- Google Discover
- Images
- Google News
- Google Business
- Core web vitals.
- Sitelinks
- Breadcrumbs
- Google Web stories
- Videos

SEO Off-Site Optimization:

- Overview Site Authority
- Link building Content marketing
- Link profiles Strategy building for off-page optimization
- Link Relevancy Social Media Marketing in SEO
- Outbound Linking Outreach and online PR
- Reciprocal Links Badlinkings and Search engine practices
- Trust Rank Briefs on Black Hat Techniques used off-page and how to prevent
- Do Follow vs. No Follow, UGC & Sponsored Tag
- Image Links Directories
- Anchor Text Articles

Other Consideration:

- Search Generative AI, how it works future of Search
- How to incorporate AI into your SEO Strategy
- Programmatic SEO

Additional Topics:

- Google Analytics
- Search Console
- Google Ads
- Google Tag Manager
- Google Merchant Center

