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Course Title: Practical Training Program on Search Engine Optimization

Course Duration: 20 hours | 10 Sessions | 2 Hours per session | Covered in 2 Weeks

Level: Beginner | Pace: Normal Track | Type: Conceptual and Practical

Purpose of Course

The purpose of this practical training program on Search Engine Optimization (SEO) is to equip participants with the necessary skills and knowledge to improve website visibility, drive organic traffic, and enhance search engine rankings. Through hands-on exercises and comprehensive modules, participants will learn various SEO techniques and strategies to effectively optimize websites and align them with search engine algorithms. This course aims to provide a solid foundation in SEO principles and empower participants to implement successful optimization campaigns.

Who can join this course?

This course is ideal for marketing professionals, website owners, bloggers, entrepreneurs, and anyone interested in enhancing their digital marketing skills. Whether you are a beginner or have some experience with SEO, this practical training program will provide valuable insights and hands-on experience to help you improve website visibility and drive organic traffic.

Anyone with an interest in Search Engine Optimization (SEO) and a desire to learn practical skills can join this course. Here are the specific individuals who can benefit from it:

- Web Designers
- Digital Marketers
- Entrepreneurs and Small Business Owners
- Marketing Students
- Freelancers
- Marketing Consultants
- Bloggers and Content Creators
- Start-ups and E-commerce Owners

Pre-requisites for Participation

Participants should have a basic understanding of web technologies and familiarity with general computer usage. No prior experience with domain registration, hosting, WordPress, or Elementor is required, as the course covers these topics from an introductory level. A willingness to learn, experiment, and apply the knowledge gained throughout the course is essential.

The objectives of this course are as follows

- Understand the fundamentals of SEO and its role in digital marketing.
- Learn effective keyword research techniques to identify relevant search terms.
- Master on-page optimization strategies for improved website performance.
- Implement off-page optimization tactics to build high-quality backlinks.
- Explore local SEO techniques to target specific geographic audiences.
- Gain proficiency in technical SEO
- Utilize SEO analytics tools to monitor and measure website performance.
- Conduct comprehensive SEO audits to identify areas for improvement.
- Develop SEO-friendly content writing skills
- Stay updated with advanced SEO strategies and adapt to algorithm changes.

Course Curriculum

The course schedule and topics to be covered are as follow:

Session 1: Introduction to SEO and Keyword Research

- Understanding the importance of SEO
- Introduction to search engine ranking factors
- Keyword research techniques and tools
- Identifying relevant keywords and search terms
- **Practical Exercise:** Conduct keyword research and identify target keywords for a sample website.

Session 2: On-Page Optimization

- Optimizing meta tags, titles, and descriptions
- Improving website structure and navigation
- Optimizing URLs and internal linking
- Creating SEO-friendly content and headings
- **Practical Exercise:** Implement on-page optimization techniques on a sample web page.

Session 3: Off-Page Optimization and Link Building

- Introduction to off-page optimization
- Guest blogging and article submissions
- Social bookmarking and directory submissions
- Building high-quality backlinks
- **Practical Exercise:** Conduct a link building exercise by submitting guest blog posts or obtaining backlinks from reputable sources.

Session 4: Local SEO and Mobile Optimization

- Targeting local audiences and optimizing for local search
- Local business listings and reviews
- Mobile optimization techniques
- Ensuring a seamless user experience across different devices
- **Practical Exercise:** Optimize a sample website for local search and ensure mobile responsiveness.

Session 5: Technical SEO and Website Performance

- Understanding technical aspects of SEO
- Website speed optimization
- Mobile responsiveness and usability
- Website crawlability and indexability
- **Practical Exercise:** Perform a technical SEO audit and make necessary improvements to enhance website performance..

Session 6: SEO Analytics and Reporting

- Introduction to SEO analytics tools
- Monitoring website performance and traffic
- Measuring key SEO metrics
- Creating SEO reports and insights
- **Practical Exercise:** Analyze website data using SEO analytics tools and generate a comprehensive SEO report.

Session 7: Content Marketing and SEO Copywriting

- Aligning content marketing with SEO strategies
- Writing compelling and SEO-friendly content
- Optimizing multimedia elements for search engines
- Strategies for engaging users through content
- **Practical Exercise:** Create SEO-optimized content for a specific target keyword and incorporate multimedia elements.

Session 8: SEO for E-commerce Websites

- E-commerce SEO techniques
- Optimizing product pages and categories
- Increasing conversions and improving user experience
- Managing SEO for online stores
- **Practical Exercise:** Optimize product pages and implement strategies to improve the SEO performance of an e-commerce website.

Session 9: Advanced SEO Strategies

- Structured data and schema markup
- Featured snippets and rich snippets
- International SEO considerations
- Staying updated with algorithm changes
- **Practical Exercise:** Implement structured data and optimize a web page to appear in featured snippets.

Session 10: SEO Maintenance and Ethics

- Best practices for on-going SEO maintenance
- Adapting to algorithm updates
- Avoiding black-hat SEO techniques
- Ensuring ethical SEO practices
- **Practical Exercise:** Develop an SEO maintenance plan and create a code of ethics for SEO practices.

Note: The sessions mentioned above now include practical exercises at the end of each session, allowing participants to apply their knowledge and skills in hands-on activities. The specific exercises can be customized based on the course provider's preferences and the needs of the participants.

Expected Outcome

Upon completion of this course, participants will have a strong understanding of SEO principles and techniques. They will be able to effectively optimize websites, improve search engine rankings, and drive organic traffic. Participants will also gain the skills to conduct SEO audits, monitor website performance, and adapt to evolving search engine algorithms. Ultimately, the expected outcome is to empower participants with the knowledge and practical skills to implement successful SEO campaigns and contribute to the online success of businesses and websites.

Admission Process

The participants are selected based on their aptitude and interest to undergo this training program. The candidates those who are interested in joining this training program attend 2-weeks induction course. After induction course, the participants face final interview for registration. There are very limited seats which are strictly provided to the candidates who have potential and commitment to fulfill the objectives of this program.

The interested candidates can contact to fix an appointment for career counselling and admission procedure.

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