

Search Engine Optimization (SEO)



Course Details

Detailed Description

Students are introduced to Search Engine Optimization best practices to optimize websites to rank higher on search engines. Students will learn the concepts for search engine functionality, keyword research, optimizing website code, content, and performing SEO audits. Students will learn to gather and analyze website traffic, search appearance, and click-through rate using various tools through hands-on activities.

Course Critical Performance and Learning Outcomes

Critical Performance:

By the end of this course, students will have demonstrated the ability to optimize a website and analyze website visibility using SEO techniques.

Learning Outcomes:

To achieve the critical performance, students will have demonstrated the ability to:

1. Learn the concept of SEO, on-site and off-site SEO, importance, ranking factors, and search verticals
2. Learn how to do keyword research for content strategies
3. Optimize website structure and code to improve search engine rankings
4. Analyze the content to prevent search engine penalties like keyword stuffing, increase keyword relevancy and page authority
5. Perform SEO audits and identify the issues to increase organic site traffic
6. Use Web analytics and SEO tools to evaluate the SEO strategy

Section III: Topical Outline

Module 1: Introduction to on-site SEO

- Summarize the concept Search Engine Optimization
- Explain the evolution of Search Engines
- Describe Google Updates
- Outline SERP features
- Describe SEO Verticals

Module 2: Keyword Research

- Explain the keyword concept for SEO
- Run keyword research by using Google Keyword Planner
- Introduce keyword research tools
- Describe keyword competition
- Create a basic keyword report

Module 3: Website Structure

- Explain the use of robots.txt and sitemaps
- Describe the optimal keyword usage on a website
- Create taxonomy and URL structure according to SEO best practices
- Implement meta tags, title, and HTML elements
- Explain the importance of inbound and outbound links
- Explain the schema concept: Organization schema, review schema, news article schema, person schema

Module 4: Content

- Describe how to use keywords in content & ideal content length
- Create titles and subtitles with header HTML tag according to SEO best practices
- Describe the perfect keyword density for search engines
- Explain how to optimize images, videos & podcasts for search engines
- Explain thin content & Google Panda algorithm updates
- Describe duplicate content and canonical tags

Module 5: SEO Audits & Tools

- Summarize the common SEO issues: technical issues, website structure issues, content issues & backlink issues
- Summarize the technical SEO issues: speed, SSL, indexation, canonical, 301 & 302 redirects
- Describe Domain Authority & Page Authority
- Explain content quality
- Explain SEO juice flow, inbound & outbound links & backlinks
- Checkup websites by using SEO site checkup, SEO workers, Google Search Console

Module 6: Off-site SEO

- Describe Off-site SEO
- Understand How Google Organic Search algorithm works
- Learn the concept of Content Marketing
- Learn backlink building strategies

Module 7: Local SEO

- Describe Google snack pack (local) results
- Understand how to use Google My Business (GMB)
- Explain NAP Citations
- Learn GMB Posts

Assignment	Weight
Weekly Assignments	70%
Final	30%
Total	100%