

# SEO Course Module

Class	Topic	Exercises
Search Engine Optimization (SEO)		
Class 01	Introducing to SEO	<ul style="list-style-type: none"> <li>• What is Digital Marketing?</li> <li>• Digital Marketing Components.</li> <li>• What is Search Engine Optimization (SEO)?</li> <li>• Why does my website need SEO?</li> <li>• SEO Strategy</li> <li>• What is Google Algorithm &amp; How it Works</li> <li>• Career with SEO.</li> </ul> <p><b><u>Assignment:</u></b></p>
Class 02	Niche Selection	<ul style="list-style-type: none"> <li>• What is Niche?</li> <li>• Niche Area Area &amp; Child Niche</li> <li>• Niche vs. Micro Niche?</li> <li>• Which is the best?</li> <li>• What are the most trending &amp; profitable niches?</li> <li>• How to Find Profitable Niche?</li> </ul> <p><b><u>Assignment:</u></b></p>
Class 03	SEO Glossary	<ul style="list-style-type: none"> <li>• SEO Glossary</li> <li>• What is SV, KD &amp; CPC?</li> <li>• How to Find Niche for Blog &amp; Amazon Affiliate?</li> </ul> <p><b><u>Assignment:</u></b></p>
Class 04	Keyword Research Part -01	<ul style="list-style-type: none"> <li>• What is Keyword research?</li> <li>• Why is keyword research important?</li> <li>• Keyword Types.</li> <li>• Using Google Keyword Planner, Google Trends &amp; necessary tools for keyword research.</li> </ul> <p><b><u>Assignment:</u></b></p>

Class 05	Keyword Research Part -02	<ul style="list-style-type: none"> <li>● Keyword selection, Keyword finalization by using different Tools.</li> <li>● Discuss about LSI keywords, Long tail Keyword &amp; Seed Keywords</li> <li>● Keyword Golden Ratio.</li> </ul> <p><b><u>Assignment:</u></b></p>
Class 06	Competitor Analysis Part-01	<ul style="list-style-type: none"> <li>● Introduction to Competitor Analysis</li> <li>● Competitor General Analysis</li> <li>● Competitor General Sheet Ready</li> </ul> <p><b><u>Assignment:</u></b></p>
Class 07	Competitor Analysis Part-02	<ul style="list-style-type: none"> <li>● How to find actual Competitor</li> <li>● Competitor's Backlink Analysis.</li> <li>● Analyzing competitor's strengths &amp; weak points.</li> </ul> <p><b><u>Assignment:</u></b></p>
Class 08	Website Audit Part -01	<ul style="list-style-type: none"> <li>● Website Manual Audit overview</li> <li>● Website Manual Audit Report Make</li> <li>● Website Manual Audit Remarks findouts</li> <li>● <b><u>Assignment:</u></b></li> </ul>
Class 09	Website Audit & SEO Setup Guideline-02	<ul style="list-style-type: none"> <li>● Website Technical Audit using Tool</li> <li>● Website Content Audit using free Tool</li> <li>● SEO Setup Guideline Prepare based on Audit</li> </ul> <p><b><u>Assignment:</u></b></p>
Class 10	WordPress introduction (CMS)	<ul style="list-style-type: none"> <li>● Domain &amp; Hosting Overview</li> <li>● How to integrate domain &amp; hosting</li> <li>● What is Content Management System[CMS]</li> <li>● What is WordPress?</li> <li>● Why is WordPress Important?</li> <li>● What is WordPress Themes &amp; Plugins</li> <li>● Premium Themes &amp; Plugins vs. Free Themes &amp; Plugins</li> <li>● How to choose the best theme</li> </ul>

		<ul style="list-style-type: none"> <li>● Install WordPress Site from cPanel</li> <li>● Install &amp; Setup All of the Essential Plugins</li> </ul> <p><b><u>Assignment:</u></b></p>
Class 11	WordPress Site Creation (CMS)	<ul style="list-style-type: none"> <li>● What is a Blog Site?</li> <li>● What Do You Need to Design a Blog Site?</li> <li>● Design a Professional Blog site</li> <li>● Install All of the Essential Plugins</li> </ul> <p><b><u>Assignment:</u></b></p>
Class 12	Design a Portfolio Site (CMS)	<ul style="list-style-type: none"> <li>● Why do You Need a Portfolio Site?</li> <li>● How Can a Portfolio Site Help You?</li> <li>● Start Building a Portfolio Site</li> </ul> <p><b><u>Assignment:</u></b></p>
Class 13	Wordpress e-Commerce Site (CMS)	<ul style="list-style-type: none"> <li>● What is eCommerce Site</li> <li>● e-Commerce Website Manage</li> <li>● Woo-commerce Manage</li> <li>● Product Manage</li> <li>● Install All of the Essential Plugins</li> </ul> <p><b><u>Assignment:</u></b></p>
Class 14	Additional Setup Speed Optimization & Backup	<ul style="list-style-type: none"> <li>● AMP Setup</li> <li>● Website Speed Optimization</li> <li>● Mandatory Page Creation Guide</li> <li>● Create an "About Us" Page for Your Site</li> <li>● Create a "Contact Me/Us" Page w/ WPForms</li> <li>● Create a "Privacy Policy" Page</li> <li>● Create an "Affiliate Disclosure" Page (optional)</li> </ul> <p><b><u>Assignment:</u></b></p>

Class 15	Fundamentals of Content Writing	<ul style="list-style-type: none"> <li>• What is Content?</li> <li>• Types of Content</li> <li>• What is Content Writing</li> <li>• Types of Content Writing</li> <li>• Blog Writing</li> <li>• Web Content Writing</li> <li>• What is Content Marketing</li> <li>• Content Writer Requirement &amp; Basic Skill</li> <li>• Content Writing Scopes</li> </ul> <p><b><u>Assignment:</u></b></p>
Class 16	Content Writing	<ul style="list-style-type: none"> <li>• Basic Grammatical Rules for Content Writing</li> <li>• Full overview Grammally Tool</li> <li>• Guideline to Improve Writing Skills</li> </ul> <p><b><u>Assignment:</u></b></p>
Class 17	Copywriting Class	<ul style="list-style-type: none"> <li>• What is Copywriting?</li> <li>• Importance of Copywriting</li> <li>• Copywriting vs. Content Writing</li> <li>• How to do Copywriting?</li> <li>• Most Popular &amp; Effective Copywriting Model</li> <li>• What is AIDA Model?</li> <li>• Copywriting using AIDA Model</li> <li>• What is Social Media Copywriting &amp; AdCopy?</li> <li>• Best &amp; Effective Copywriting Format</li> </ul> <p><b><u>Assignment:</u></b></p>
Class 18	Content Creation & Planning	<ul style="list-style-type: none"> <li>• Content Writing/Creation Steps</li> <li>• Content Scraping</li> <li>• Competitor Analysis</li> <li>• Content Planning &amp; Structure</li> <li>• Create an Optimized Structure with Frase.io/WriterZen</li> <li>• Paraphrasing</li> <li>• How to Write a Simple Article</li> </ul> <p><b><u>Assignment:</u></b></p>

Class 19	SEO friendly Content Writing Formula	<ul style="list-style-type: none"> <li>● Why SEO Important for Content Writers</li> <li>● Importance of a Catchy title</li> <li>● How to choose a catchy title</li> <li>● What is Focus Keyword &amp; LSI Keyword</li> <li>● Importance of Focus Keyword &amp; LSI Keyword</li> <li>● How to place Focus Keyword &amp; LSI Keyword</li> <li>● What is Keyword Density, Keyword Stuffing &amp; Keyword Prominence</li> <li>● What is Meta Description &amp; how to write</li> </ul> <p><b><u>Assignment:</u></b></p>
Class 20	Optimization, Proofreading & Content Audit	<ul style="list-style-type: none"> <li>● SEO Friendly Content Writing Requirements</li> <li>● Optimizing Content with Surfer SEO</li> <li>● User-friendly Content</li> <li>● Engaging Content</li> <li>● How to increase Readability Score</li> <li>● ProofReading</li> <li>● Content Audit</li> <li>● How to Check Grammar</li> <li>● How to check plagiarism</li> <li>● Rewriting</li> <li>● Content Ranking Factors</li> </ul> <p><b><u>Assignment:</u></b></p>
Class 21	Image Content & Optimization	<ul style="list-style-type: none"> <li>● Why is image important for writers</li> <li>● Copyright image vs. copyright-free image.</li> <li>● Various sources for copyright-free images.</li> <li>● Use Canva for a copyright-free image</li> <li>● How to optimize an image</li> <li>● How to do image SEO</li> </ul> <p><b><u>Assignment:</u></b></p>
Class 22	Content Publish & WordPress SEO	<ul style="list-style-type: none"> <li>● Types of WordPress SEO Plugin</li> <li>● WordPress SEO plugin setup</li> <li>● Generate Robot.txt</li> <li>● Content On-page</li> <li>● Publish Content</li> </ul>

		<b><u>Assignment:</u></b>
Class 23	On-Page SEO	<ul style="list-style-type: none"> <li>• What is On-page SEO</li> <li>• Importance of On-page SEO</li> <li>• On-page SEO Requirements</li> <li>• How to do on-page SEO</li> <li>• What is the Internal &amp; External link</li> <li>• What is the Inbound &amp; Outbound link</li> <li>• On-Page SEO for Info Article</li> <li>• On-Page SEO for Review Article</li> </ul> <b><u>Assignment:</u></b>
Class 24	Google Search Console	<ul style="list-style-type: none"> <li>• What is Google Search Console?</li> <li>• Advantages &amp; Why You Should Use Google Search Console</li> <li>• Generate Sitemap.xml</li> <li>• Submit Sitemap On Google Search Console</li> <li>• Google Search Console Setup &amp; overview</li> <li>• How to take Google Search Console access from Buyer</li> <li>• Bing Search Engine Account Creation &amp; Overview</li> <li>• Submit Sitemap On Bing</li> <li>• How to take Bing access from Buyer</li> </ul> <b><u>Assignment:</u></b>
Class 25	Google Analytics	<ul style="list-style-type: none"> <li>• What is Google Analytics</li> <li>• Advantages &amp; Why You Should Use Google Analytics</li> <li>• How to create Google Analytics Account</li> <li>• Google Analytics Account Structure &amp; Overview</li> <li>• Google Analytics Integration &amp; Configuration on WordPress Website</li> <li>• How to take Google Analytics access from Buyer</li> <li>• Google Adsense Integration &amp; Configuration</li> </ul> <b><u>Assignment:</u></b>
Class 26	Google Tag Manager [GTM]	<ul style="list-style-type: none"> <li>• What is Google Tag Manager</li> <li>• Advantages &amp; Why You Should Use GTM</li> <li>• GTM Account Structure   Components (Tag-Trigger-Variable)</li> </ul>

		<ul style="list-style-type: none"> <li>• How to create GTM Account</li> <li>• Multiple Containers</li> <li>• Install GTM on WordPress Website</li> <li>• How to take GTM access from Buyer</li> <li>• Difference between GTM &amp; Google Analytics</li> </ul> <p><b><u>Assignment:</u></b></p>
Class 27	Google Adsense-01	<ul style="list-style-type: none"> <li>• What is Google Adsense</li> <li>• Advantages &amp; Why You Should Use Google Adsense</li> <li>• Create Google Adsense Account</li> <li>• Google Adsense Integration on WordPress Website</li> </ul> <p><b><u>Assignment:</u></b></p>
Class 28	Google Adsense-02	<ul style="list-style-type: none"> <li>• Apply for Google Adsense</li> <li>• Google Adsense Account Dashboard Overview</li> <li>• Set Ads Automatically &amp; Manually</li> <li>• Set Payment</li> <li>• Why Ad Limits &amp; How to solve</li> </ul> <p><b><u>Assignment:</u></b></p>
Class 29	Schema Markup	<ul style="list-style-type: none"> <li>• What is Schema &amp; How to Setup</li> <li>• What is JSON schema markup?</li> <li>• Profile Schema</li> <li>• Article Schema</li> <li>• Company/About Schema</li> </ul> <p><b><u>Assignment:</u></b></p>
Class 30	Off-Page SEO	<ul style="list-style-type: none"> <li>• What is off-page SEO</li> <li>• Importance of off-page SEO</li> <li>• What is backlink</li> <li>• Types of Backlinks</li> <li>• Do follow, Nofollow &amp; Sponsor Backlink</li> <li>• What is the appropriate time for doing backlinks</li> <li>• What are the most effective backlinks</li> </ul> <p><b><u>Assignment:</u></b></p>

Class 31	Social Bookmarking	<ul style="list-style-type: none"> <li>• What is Social Bookmarking</li> <li>• Benefits of Social Bookmarking</li> <li>• Top sites for Social Bookmarking</li> <li>• Social Bookmarking Account Creation</li> <li>• Social Bookmarking</li> </ul> <p><b><u>Assignment:</u></b></p>
Class 32	Profile Backlinks	<ul style="list-style-type: none"> <li>• What is Profile Backlinks</li> <li>• Top sites for Profile Backlinks</li> <li>• Benefits of Profile Backlinks</li> <li>• Profile Backlinks Account Creation</li> <li>• Profile Backlinks</li> </ul> <p><b><u>Assignment:</u></b></p>
Class 33	Web 2.0 Backlinks	<ul style="list-style-type: none"> <li>• What is Web 2.0 Backlinks</li> <li>• Top sites for Web 2.0 Backlinks</li> <li>• Benefits of Web 2.0 Backlinks</li> <li>• Web 2.0 Backlinks Account Creation</li> <li>• Web 2.0 Content</li> <li>• Web 2.0 Backlinks</li> </ul> <p><b><u>Assignment:</u></b></p>
Class 34	Blog Comment Backlinks	<ul style="list-style-type: none"> <li>• What is Blog Comment Backlinks</li> <li>• Find Top sites for Blog Comment Backlinks</li> <li>• Benefits of Blog Comment Backlinks</li> <li>• Blog Comment Backlinks</li> </ul> <p><b><u>Assignment:</u></b></p>
Class 35	Guest Posting	<ul style="list-style-type: none"> <li>• Find Guest Posting Websites</li> <li>• Top sites for Guest Posting</li> <li>• Reach &amp; Communication</li> <li>• Guest Posting Content</li> <li>• Guest Posting ]Do follow backlink]</li> </ul> <p><b><u>Assignment:</u></b></p>



Class 36	eCommerce SEO	<ul style="list-style-type: none"> <li>• What is eCommerce SEO</li> <li>• Keyword Research</li> <li>• Product Title &amp; Description SEO</li> <li>• eCommerce Website Optimization</li> </ul> <p><b><u>Assignment:</u></b></p>
Class 37	Local SEO	<ul style="list-style-type: none"> <li>• What is local SEO?</li> <li>• Difference between Local and global SEO</li> <li>• Local SEO fundamental</li> <li>• Importance Of Local SEO</li> <li>• Local SEO for Business</li> <li>• Google Algorithm Update</li> </ul> <p><b><u>Assignment:</u></b></p>
Class 38	Google My Business Optimization	<ul style="list-style-type: none"> <li>• What is Google My Business</li> <li>• GMB Policy</li> <li>• Ranking Factor in 2022</li> <li>• Keyword Research</li> <li>• Default Website Setup</li> <li>• Heading Tag, Title, Meta &amp; URL Optimization</li> <li>• Image Optimization</li> <li>• Competitor Analysis</li> <li>• What is NAP</li> <li>• Important of NAP</li> <li>• How to Create &amp; Verify Google My Business</li> <li>• Single, Multiple &amp; Manual Verification</li> </ul> <p><b><u>Assignment:</u></b></p>
Class 39	GMB Schema Markup	<ul style="list-style-type: none"> <li>• What is schema?</li> <li>• Impact of schema</li> <li>• How to use schema markup in WordPress in local business</li> <li>• Sitelink search box</li> <li>• GMB Quality Issues</li> <li>• GMB Suspension Site</li> <li>• GMB Support, Flag &amp; Report</li> </ul> <p><b><u>Assignment:</u></b></p>

Class 40	Local SEO Backlinks Strategies	<ul style="list-style-type: none"> <li>● Backlinks strategies for local SEO</li> <li>● What is Local Citation?</li> <li>● How to do local citation backlinks for local business</li> <li>● Business Profile backlinks</li> <li>● Resource finding for local citation</li> </ul> <p><b><u>Assignment:</u></b></p>
Class 41	<b>Freelancing Class 01</b>	<ul style="list-style-type: none"> <li>● Fiverr overview</li> <li>● Account Creation</li> <li>● Fiverr GIG Research</li> </ul>
Class 42	<b>Freelancing Class 02</b>	<ul style="list-style-type: none"> <li>● Fiverr GIG Creation</li> <li>● Fiverr GIG Uploading 100%</li> </ul>
Class 43	<b>Freelancing Class 03</b>	<ul style="list-style-type: none"> <li>● Buyer Request</li> <li>● Fiverr Message formatting</li> <li>● Fiverr Notification</li> </ul>
Class 44	<b>Freelancing Class 04</b>	<ul style="list-style-type: none"> <li>● Fiverr Order Delivery</li> <li>● Fiverr Resolution Center</li> <li>● Fiverr TOS / Levels</li> </ul>
Class 45	<b>Freelancing Class 06 (Upwork)</b>	<ul style="list-style-type: none"> <li>● Upwork Overview</li> <li>● Account Creation</li> </ul>
Class 46	<b>Freelancing Class 07 (Upwork)</b>	<ul style="list-style-type: none"> <li>● Upwork Portfolio Add</li> <li>● Upwork Project Submit</li> <li>● Making Professional Cover Letter</li> </ul>