



# **Search Engine Optimization (SEO) Training Course**

Project Based Immersive Learning Course

## **Search Engine Optimization (SEO) Training Course Overview**

The Search Engine Optimization (SEO) Training Course offered by Sambodhi and Education Nest is a comprehensive online program designed to equip learners with a range of SEO skills, from basic to advanced levels. The course delves into the latest techniques and tools used to improve website rankings on search engines. Participants will gain expertise in on-page and off-page optimization, utilizing Google Analytics and Webmaster tools, and conducting SEO audits through hands-on industry-relevant projects and case studies. SEO is a dynamic and rewarding marketing discipline that requires a combination of data analysis, content marketing, HTML proficiency, and technical site optimization. Upon successful completion of the course, participants will be awarded a Course Completion Certificate from Sambodhi and Education Nest. This SEO training empowers learners to harness the full potential of their marketing efforts by developing effective strategies that incorporate key SEO skills.

## **Benefits of Facebook Marketing Training Course:**

The Search Engine Optimization (SEO) Training course provided by Sambodhi and Education Nest offers numerous benefits for individuals looking to excel in the field of Digital Marketing. SEO is highly sought after in the digital marketing landscape, as evidenced by its recognition as the most in-demand digital marketing skill by Smart Insights and cmo.com. With 30,000 SEO-related jobs worldwide (source: Indeed.com), the demand for skilled SEO professionals continues to rise each year. As SEO grows in popularity across various organizations globally, the need for qualified individuals in this domain will further increase. By learning SEO, you not only acquire valuable skills but also enhance your professional credibility, giving you a competitive edge in securing job opportunities in this thriving field.

## **Who should learn?**

The following job roles will get benefited from this training:

- Business, and Communications graduates
- Digital marketing professionals
- Marketing and sales professionals
- Entrepreneurs and business owners
- Marketing managers
- Management
- Engineering
- Content writers

## **Why do you need Search Engine Optimization (SEO) Training Course?**

### **Average Salary Growth:**

The average salary of a Search Engine Optimization (SEO) professional can vary depending on factors such as experience, location, industry, and company size. According to available data, the average salary for an SEO professional in the United States ranges from

approximately \$45,000 to \$80,000 per year. Additionally, salaries can also vary in different countries and regions.

## **Industries:**

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Search Engine Optimization (SEO) is essential for online visibility and attracting relevant visitors, making it highly sought after by various industries and multinational corporations (MNCs). The SEO Specialist role is consistently ranked among the top 5 jobs in digital marketing, emphasizing the importance of SEO expertise. Prominent MNCs such as Google, Amazon, Facebook, Salesforce and Adobe companies recognize the significance of SEO in optimizing their online presence. They actively seek SEO professionals to improve search engine rankings and drive organic traffic to their websites.

## **Position in Market:**

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According to job research websites, the projection for the growth of Search Engine Optimization (SEO) professionals is promising. The global market for Search Engine Optimization (SEO) estimated at US\$68.1 Billion in the year 2022, is projected to reach a revised size of US\$129.6 Billion by 2030, growing at a CAGR of 8.4% over the analysis period 2022-2030. There are more than 16,500 job openings in the field of SEO in the United States-Indeed.

## **Designations:**

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- SEO Manager
- SEO Analyst
- SEO Specialist
- Digital Marketing Specialist
- PPC Specialist

## Why Search Engine Optimization (SEO) Training Course from Education Nest

- **Free Demo on Request**
- **Live Interactive Learning**
- **Lifetime Access**
- **Flexible Schedules**
- **24x7 Support**
- **One on One Doubt Clearing**
- **Real Time Project-Based Learning**
- **Certificate Oriented Curriculum**

### **Key Skills Covered:**

- Search engine optimization (SEO)
- Mathematical Optimization
- Social Media Marketing
- Content marketing
- Web analytics
- Keyword management and research
- Website management and optimization
- URL management
- Content Marketing

## Search Engine Optimization (SEO) Training Course Syllabus

### **Module 1: Introduction of Search Engines**

- Why we need Search Engines?
- What is a Search Engine?

- History of search engines
- Classification of Search Engines?
- Components of a Search Engine?
- What is a Search Engine Algorithm?
- How Search Engine Obtain content?
- SEO Massive techniques to optimize website for Google.

## **Module 2: Search Engine Optimization Advantages**

- Why I learn SEO?
- Why I need SEO for my business?
- How to increase sales using SEO?
- How does SEO figure in to business?

## **Module 3: Keywords Research and Analysis**

- What is Keyword Research
- Benefits of Keyword Research
- Business analysis process
- Types of Keywords
- Keyword Research Methodology
- Google Keyword Planner Tool
- Advanced Keyword Planning guide
- Paid Keyword Tools
- Keyword generation ideas
- Competition Analysis
- Competitor Metrics
- Finalizing the Keywords List
- Practical case study
- What is keyword spamming?
- What is keyword density?
- What is keyword relavance?

## **Module 4: On-page Optimization**

- Google website guidelines
- Fundamental On-page Factors
- Domain Name Optimization
- URL Optimization
- Title Tag Optimization
- Meta Tags Optimization
- Headings & Footer Optimization
- SEO Content Writing
- Anchor Links Optimization
- Image Tag Optimization
- Sitemaps Optimization
- Robot.txt and its importance
- URL Redirecting Techniques
- Canonical Links
- Rich Snippets (Schema)
- One Box Answer Optimization
- How to add Google analytics code to my website?

## **Module 5: Off-Page Optimization (Link Building)**

- Introduction to Offsite Optimization
- Google Link building guidelines
- Important factors of Link Building
- Types of Linking Methods
- Links Analysis Tools
- Directories Submissions
- Local Business Listing
- Classified Posting
- Generating Links from QA sites

- Guest Blogging and commenting
- Press Releases
- Article Posting
- Groups Creation and Participating
- Social Media Links
- Document Sharing Links
- More Advanced Techniques

## **Module 6: WordPress CMS with HTML/CSS Basics**

- HTML Basics
- CSS Basics
- Why WordPress ?
- WordPress Installation on Server
- Understanding the Dashboard
- Changing the Default Settings
- Installing and customizing themes
- Content management in WP
- Creating categories, pages, and posts
- Adding menu to the site
- Adding widgets to the site
- Installing useful plugins for site features
- SEO specific plugins

## **Module 7: Reports and Management**

- Website Position Analysis
- Website Monthly Reports
- Google Analytics Reports
- Search Console Keyword Reports
- Link Building Reports

- Competitor Reports
- Paid Tools for monitoring SEO campaigns

## **Module 8: Google Search Console**

- What is Search Console
- Website verification
- Setting Geo-target location
- Search Analytics
- Advanced Search Query analysis
- External Links Reports
- Internal Links Report
- Crawls stats and Errors
- Sitemaps
- Robots.txt and Links Removal
- HTML Suggestions
- URL Parameters

## **Module 9: Tools for Better SEO**

- Free Online SEO tools
- What is Website Audit?
- Website auditing tools for better SEO
- Importance of website Audit report.

## **Module 10: Position-Monitoring For SEO**

- To Monitor website ranking
- Renewal of expiry trade leads and posting
- Regular research of updated technology for better positioning
- Research on current popular directories and site submissions
- Updating a website with latest Google Algorithm.



## **Module 11: Advanced SEO Topics**

- Competitors Website Analysis
- White Hat SEO Techniques
- Black-Hat SEO Techniques
- How to create SEO plan for a website?
- What is Affiliate marketing?

## **Career Support**

### **Profile Building:**

At Sambodhi and Education Nest, we provide the services of experienced professionals who can offer personalized assistance in crafting your CV and online profiles. They take into account your unique educational and experiential background, ensuring that your job application stands out from the rest.

### **Interview Preparation:**

The upcoming interview preparation service will provide individuals with personalized one-on-one sessions tailored to their specific needs. Additionally, if required, the service will offer the option for mock interviews, allowing individuals to practice and refine their interview skills in a simulated environment.

### **Job Referrals:**

At Education Nest, we receive a variety of job requirements from diverse sources such as organizations, our clients, HR consultants, and a vast network of Education Nest currently employed in different companies. We strive to meet these varied requirements to the best of our abilities.



## **Continuous Support:**

At Sambodhi and Education Nest, we provide ongoing support to our learners for as long as they need it. Many of our learners have received multiple job offers and promising employment opportunities as a result of the skills they acquire during our program.