

Course Name : SEO Marketing
Duration : 2 Months
Eligibility : 10th / +2 / Diploma / Any Degree

Syllabus

Module 1: Digital Marketing Fundamentals

- Introduction to Digital Marketing
- Evolution of Marketing (Traditional vs Digital)
- How Websites Function (Frontend & Backend Basics)
- Basics of Search Engines
- How Search Engines Works?
- Digital Marketing Opportunities & Career Scope
- Overview of Digital Channels

Module 2: SEO Foundations

- Introduction to SEO & Its Importance
- Types of SEO (On-page, Off-page, Technical)
- How SEO Works in Real-world Scenarios
- Understanding SERP (Search Engine Results Page)
- Benefits of SEO for Businesses
- Competitor Analysis Basics

Module 3: Website Audit & Keyword Research

- Complete Website Audit Process
- SEO Audit Tools & Techniques
- Keyword Research Fundamentals
- Search Intent Analysis (Informational, Transactional, etc.)
- Long-tail vs Short-tail Keywords
- Competitor Keyword Analysis

Module 4: On-Page SEO Optimization

- Title Tags & Meta Descriptions
- URL Structure & Optimization
- Header Tags (H1–H6)
- Image Optimization (Alt Tags, Compression)
- Internal Linking Strategy
- SEO-Friendly Content Writing
- Content Optimization for Featured Snippets

Module 5: Technical SEO

- Website Speed Optimization
- Mobile-Friendly Optimization
- XML Sitemap & Robots.txt
- Structured Data & Schema Markup

Module 6: Off-Page SEO & Link Building

- Introduction to Off-Page SEO
- Backlink Fundamentals
- Link Building Strategies (Guest Posting, Outreach, etc.)
- Social Signals & Brand Mentions
- Directory Submissions & Citations
- Avoiding Black Hat SEO Techniques

Module 7: SEO Tools & Analytics

- Introduction to Web Analytics
- Understanding Key SEO Metrics
- Google Analytics Setup & Navigation

- Google Search Console Usage
- Google Tag Manager Basics
- SEO Reporting & Dashboard Creation