

# SEO SYLLABUS

## Search Engine Basics

- Crawling, Indexing & Ranking
- Search Intent (Informational, Navigational, Transactional)
- Ranking Factors Overview
- Role of Content & Links

(Search engine focus: Google)

## Keyword Research (CORE OF SEO 🔥)

- Short-tail vs Long-tail Keywords
- Keyword Intent Mapping
- Competitor Keyword Analysis
- Search Volume & Difficulty
- Keyword Placement Strategy

## Tools Used:

- Google Keyword Planner
- Keyword Research Tools
- Search Console Data

# SEO SYLLABUS

## On-Page SEO

- SEO-friendly URLs
- Title Tags Optimization
- Meta Description Writing
- Heading Tags (H1-H6)
- Keyword Optimization
- Image Optimization (ALT Tags)
- Internal Linking
- Content Optimization
- Schema Basics

A faint, semi-transparent version of the PRERNAGATI & TECHNOLOGY logo is visible in the background, featuring a graduation cap and the company name in red and blue.

## Technical SEO

- Website Speed Optimization
- Mobile-Friendliness
- Core Web Vitals
- HTTPS & SSL
- XML Sitemap
- Robots.txt
- Canonical Tags
- Crawl Errors Fixing
- Duplicate Content Issues

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## Off-Page SEO (Link Building )

- What are Backlinks
- Link Quality vs Quantity
- Do-follow vs No-follow
- Guest Posting
- Directory Submission
- Social Bookmarking
- Profile Creation
- Broken Link Building
- Outreach Techniques

## Local SEO

- Google Business Profile Setup
- NAP Consistency
- Local Keywords
- Local Citations
- Reviews & Ratings
- Google Maps Ranking

# SEO SYLLABUS

## Content SEO

- Content Strategy
- SEO Copywriting
- Blog Optimization
- Pillar Content
- Content Clusters
- E-E-A-T Concept
- Content Updating Strategy

## E-commerce SEO

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- A large, semi-transparent watermark of the PRERNAGATI & TECHNOLOGY logo is overlaid on the page. It includes a graduation cap icon on the left and the text "PRERNAGATI" in red and blue, with "& TECHNOLOGY" in blue below it.
- Product Page Optimization
  - Category Page SEO
  - Filters & Faceted Navigation
  - Schema for Products
  - Reviews & Ratings SEO

## Analytics & Tracking

- Website Traffic Analysis
- User Behavior Tracking
- Conversion Tracking
- Bounce Rate & CTR
- SEO Reporting