

# SEO Course Details

## Search Engine Basics

1. What Is a Search Engine?
2. What is Crawlers, spiders, and robots
3. Classifications of Search Engines
4. Targeted search engines

## Website Development

1. Before You Build Your Site know your target website
2. Decide Page elements
3. Understanding Web-Site Optimization
4. Does hosting matter?
5. Domain-naming tips
6. Powerful titles
7. Creating great and Unique content
8. Fussy frames
9. Cranky cookies
10. Design Concerns
11. Duplicate content
12. Hidden pages
13. Dealing with updates and site changes
14. Understanding Keyword Placement
15. Alt and Other Tags and Attributes
16. Meta description tags
17. Anchor text
18. Header tag content
19. Body text
20. URLs and File Names

## Keywords

1. Importance of Keywords
2. Picking the Right Keywords
3. What's the Right Keyword Density?
4. More About Keyword Optimization

## Promotion

1. Use of Pay-per-Click
2. How Pay-per-Click Works
3. How Pay-per-Clicks affect your website

## External Tools and Services

1. Google Ad Words
2. Campaign management
3. Google Analytics
4. Yahoo! Search Marketing
5. Microsoft ad Center
6. Reports
7. Social Media

## **Tagging Your Web Site**

1. What's Site Tagging?
2. How Does Site Tagging Work?
3. Additional HTML Tags
4. No-follow
5. No-frames
6. Using Redirect Pages

## **Role of Links and Linking**

1. How Links Affect SEO
2. How Links and Linking Work
3. Snagging inbound links
4. Creating outbound links
5. Advantage of cross-linking

## **Robots, Spiders, and Crawlers**

1. What Are Robots, Spiders, and Crawlers?
2. What's the Robot Exclusion Standard?
3. Robots Meta Tag
4. Inclusion with XML Site Mapping
5. Creating your own XML site map
6. Submitting your site map

## **Optimization**

1. Optimization for Google
2. Understanding Google Page Rank
3. Calculate Page Rank of each page
4. Algorithm of Page Rank
5. Optimization for MSN
6. Optimization for Yahoo!
7. The Yahoo! Search Crawlers