

Online Live Instructor-led SEO Crash Course

Practical Home Assignments included	Duration: 1 month			Practical Home Assignments included
	Fees: Rs 3000/-			
Core Modules	Topics	Class/Session	Duration / Live Online Class (hrs)	Online class tools
Fundamentals of SEO	Definition, Types of SEO, Keywords, Landing page, Sales page, Squeeze page concepts	1	1	Zoom / Hangout / Skype
	Search robot, Anatomy of SERP, Ranking parameters, LSI, crawling, indexing, number of indexed pages, keywords, CTR	2	1	Zoom / Hangout / Skype
Landing Page & Sales Page (Guidelines & Audit)	Landing Page Guidelines, Content strategy, Audit techniques & SEO tools	3	1	Zoom / Hangout / Skype
	Competitor Research (POP, POD, FAB), Conversion Rate Optimization techniques, Overview of Google Search Console & Google Analytics	4	1	Zoom / Hangout / Skype
Keyword Research	Types of keywords, keyword research techniques	5	1	Zoom / Hangout / Skype
On-page SEO	On-page SEO factors with WordPress example - (Title tag, meta tags, heading tags, img alt tag, text to code ratio, keyword consistency and more)	6	1	Zoom / Hangout / Skype
Off-page & Local SEO	Off-page SEO & Link Building (how to get more backlinks & popularity)	7	1	
	Google Local/Maps/My business (How to promote and optimize your local business)	8	1	Zoom / Hangout / Skype
Weekly 2 classes	1-1 assistance WhatsApp Email Forum Group support Assignments			Weekly 2 classes