



**DIGITAL TRAINING
SKILLS INSTITUTE**

SEARCH ENGINE OPTIMIZATION



Advance **SEARCH ENGINE OPTIMIZATION** COURSE

2 *Duration* **MONTHS**



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Course GOALS

The Advanced SEO course goals are to provide students with a deep understanding and practical skills necessary for effectively optimizing websites for search engines. It emphasizes advanced techniques and strategies that boost visibility, enhance user experience, and increase organic traffic. Students will gain insights into utilizing tools, analyzing data, and applying best practices to remain competitive in the constantly changing world of search engine optimization.



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Course OBJECTIVES

STUDENTS WILL BE ABLE TO:

- Examine The Evolution Of SEO Practices And How Search Engine Updates Influence Rankings.
- Master Advanced Keyword Research Methods And Strategically Assign Keywords To Web Pages
- Implement Thorough On-Page SEO Strategies, Including Meta Tags, Image Optimization, And Internal Linking
- Develop Technical SEO Expertise, Focusing On Site Architecture, Page Speed Optimization, And Mobile Responsiveness
- Create And Implement Link-Building Campaigns That Prioritize High-Quality Backlinks And Local SEO Tactics
- Perform Comprehensive Website Audits And Use Analytics Tools To Assess SEO Performance And Guide Future Strategies



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Course OUTLINES

MODULE 1:

INTRODUCTION TO SEO

- What Is SEO (Search Engine Optimization)?
- History (Google, Bing, Yahoo, Baidu, Etc.)
- Development & Growth Of Search Engines In Cyber Marketing
- Types Of Marketing
- Pull Marketing
- Purpose Of SEO
- How Google's Search Engine Works
- Basics Of SEO
- Terminology Cycle Of Search Engines
- How SEO Works
- Table Of SEO Success Factors
- What Is Ranking On Google?
- Advantages Of High Ranking
- Difference Between Wordpress.Com And Wordpress.Org
- Understanding Wordpress.Org Downloads Website
- Installing Wordpress On Live Server
- Installing Wordpress On Local Server

Task: Create a brief SEO strategy document defining SEO, key search engine milestones, marketing types, and WordPress installation instructions. Summarize success factors and ranking benefits



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Course OUTLINES

MODULE 2:

WORDPRESS SETUP AND MANAGEMENT

- Understanding The Wordpress Dashboard (Updates Screen)
- Version, Release, And Modification Updates
- Updating Based On Wordpress, Theme, And Plugin Compatibility
- Upgrading To The Latest Wordpress Release
- Creating And Administering Posts
- Creating And Administering Pages
- Differences Between Pages And Posts
- Creating And Administering Menus
- Adding Custom Links And Enabling Advanced Menu Options
- Categories, Tags, Titles, Content, And Featured Images
- Inserting Hyperlinks (External, Internal, Email)

Task: Manage WordPress by updating themes/plugins, creating two blog posts and one static page, and setting up a custom menu with hyperlinks



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Course OUTLINES

MODULE 3:

KEYWORD RESEARCH

- What Are Keywords?
- Purpose Of Keywords In Website Marketing
- Uses Of Keyword Researching Tools (Search Volumes, Competition, Business Priority)
- Keyword Planner Tool And Other Tools
- Mapping Keywords To Website Pages
- Segregating High And Low Priority Keywords
- Primary, Secondary, LSI, And Competitive Keywords
- Keyword Reach With AI Tools
- Creating A File For Keywords
- Using Formulas To Identify The Best Business-Matching Keywords

Task: Use a keyword research tool to identify a list of 10 primary and 5 secondary keywords for your website, including search volume and competition metrics



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Course OUTLINES

MODULE 4:

ON-PAGE SEO

- What Is On-Page SEO?
- Two Types Of SEO: On-Page And Off-Page
- Basics Of HTML For SEO
- URL, Meta Tags, Titles, And Descriptions
- Algorithm For Keyword Use On Website Pages
- Optimizing Images (ALT Text, Crawling, Indexing)
- XML & HTML Sitemaps, Robots.Txt File
- Best Practices For Robots.Txt
- Anchor Text Fundamentals And Case Study

Task: Optimize a webpage's URL, meta tags, titles, and images for on-page SEO. Create an XML sitemap and robots.txt file, summarizing best practices for each

MODULE 5:

ADVANCED ON-PAGE SEO & UI/UX

- Internal Linking Strategy
- Prioritizing Web Pages For SEO
- Analyzing With Tools (Google Search Console & Bing Webmaster)



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Course OUTLINES

- Creating SEO-Friendly Web Design And Architecture
- Designing For User Goals And Conversion Models
- Cross-Connection Of UI With SEO And Bounce Rate

Task: Develop an internal linking strategy by prioritizing key web pages and analyzing performance using Google Search Console. Create an SEO-friendly web design that aligns with user goals and minimizes bounce rate

MODULE 6:

TECHNICAL SEO

- URL Architecture
- Page Speed Analysis (Gtmetrix, Pingdom, Google Page Speed Checker)
- Fixing Page Speed Issues
- Mobile Web Crawling And AMP Configuration
- Structured Data Usage And Optimization
- Sitemap And Indexing Audit
- Internal Link Audit

Task: Perform a site speed analysis using Google Page Speed Insights and compile a report on areas for improvement, detailing specific actions to enhance loading times



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Course OUTLINES

MODULE 7:

OFF-PAGE SEO AND LINK BUILDING

- What Is Link Building?
- Purpose Of Backlinks
- Types Of Backlinks (TLD, CCTL)
- Normal Backlinks (.Com)
- Ranking Strategies, Competitor Research
- Prioritizing Backlinks According To Google Guidelines
- Keyword Ranking Through Link Building

Task: Develop a link-building outreach plan that identifies five relevant websites or blogs for potential backlink opportunities, along with tailored outreach messages.

MODULE 8:

LOCAL SEO, SEO AUDITS, AND ALGORITHM UPDATES

- Website Audits (Pre And Post-Launch)
- On-Page And Off-Page SEO Audits
- Tools For Auditing (Free And Paid Tools)
- Reporting And Measuring Website Audits



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Course OUTLINES

- SEO For Localized Businesses
- Social Media Backlinking And Marketing (Quora, Twitter, Linkedin, Etc.)
- Local SEO Strategy (Schema For Addresses, Local Keywords)
- Overview Of Google Algorithm Updates
- Purpose Of Search Algorithms
- Top Machine Learning Algorithms Used By Google

Task: Conduct a full SEO audit of your website using tools like SEMrush or Ahrefs, and prepare a report outlining strengths, weaknesses, and actionable recommendations for improvement.



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