

Complete Search Engine Optimization (SEO) course - (Virtual)

Learn to Optimize Websites for Search Engines and Drive Traffic with Advanced SEO Techniques

WHAT YOU'LL LEARN

- Conduct effective keyword research to identify high-ranking opportunities.
- Master on-page and off-page optimization techniques for improved website performance.
- Develop and implement conversion optimization strategies for e-commerce and mobile platforms.
- Utilize tools and analytics to enhance SEO performance and manage work efficiently.

REQUIREMENTS

A passion for digital marketing and content optimization.

Basic computer and internet navigation skills.

No prior SEO experience is required—this course is suitable for beginners.

WHO'S THIS COURSE IS FOR

Entrepreneurs and business owners looking to enhance their online presence.

Marketing professionals seeking to specialize in SEO.

Content creators and bloggers aiming to improve their website traffic.

Students and professionals aspiring to build a career in digital marketing.


DESCRIPTION

The **Mastering SEO** course is a comprehensive program designed to equip learners with the skills and strategies required to excel in the field of Search Engine Optimization. This hands-on course covers everything from keyword research to advanced on-page and off-page optimization, empowering you to boost website rankings and drive organic traffic.

What You'll Learn

Keyword Research and Optimization

1. Learn tools and techniques for effective keyword research.
2. Understand how to choose high-performing keywords for different



₹ 10000 ~~₹15000~~ 33.3% off

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Date
01 May to 01 Jun 2025

Time
05:30 PM - 07:00 PM

Total Sessions (Hours)
16 (24h 0min)

Level
Beginner

Language
English

 Mr. Chirag Shah
Instructor

Students
2

Courses
3

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On-Page Optimization

1. Master on-page elements like meta tags, headers, and keyword placement.
2. Learn to optimize site structure, page speed, and mobile usability.

Off-Page Optimization

1. Explore link-building strategies, including backlink creation and outreach.
2. Understand the role of platforms like Quora and Reddit in link building.

Content Creation and Optimization

1. Create compelling articles, infographics, and presentations (PPTs).
2. Learn to optimize content for search engines and user engagement.

Conversion Rate Optimization (CRO)

1. Strategies for e-commerce and mobile conversion optimization.
2. Learn how to improve user experience and increase sales.

Google My Business (GMB)

1. Optimize GMB profiles to enhance local search visibility.
2. Learn how to use GMB insights to drive more traffic and conversions.

SEO Tools and Work Management

1. Introduction to essential SEO tools for tracking and performance analysis.
2. Learn work management techniques for effective SEO campaigns.

Course Modules

Module 1: Introduction to SEO

- Overview of Search Engine Optimization
- Importance and Benefits of SEO

Module 2: Keyword Research

- Tools and Techniques for Keyword Research
- Selecting High-Ranking Keywords

Module 3: On-Page Optimization

- Meta Tags and Header Optimization
- Site Structure and Page Speed Improvement
- Mobile and Site Usability

Module 4: Off-Page Optimization

- Link Building and Backlink Creation
- Engaging with Platforms like Quora and Reddit

Module 5: Content Optimization

- Article Writing and Infographic Creation
- Designing Impactful Presentations

Module 6: Conversion Rate Optimization (CRO)

- E-Commerce Conversion Techniques
- Mobile Optimization for Better Conversions

Module 7: Google My Business (GMB)

- Setting Up and Optimizing GMB Profiles
- Leveraging GMB for Local SEO

Module 8: SEO Tools and Analytics

- Overview of Essential SEO Tools
- Tracking Performance and Reporting

Module 9: Project Work

- Real-world SEO Projects
- Creating and Managing Campaigns

Key Takeaways

- Learn actionable SEO techniques for real-world application.
- Gain proficiency in keyword research, content creation, and optimization.
- Master tools and strategies for managing and analyzing SEO campaigns.
- Build a solid foundation to excel in digital marketing roles.

Step into the dynamic world of SEO and elevate your online presence!