**Course Title: SEO Mastery**

**(Including: SEO, Applications, Research and Analysis, On-Page Off- Page SEO, Tools and Analytics, Final Project)**

**Duration**: 2 Months (5 Days a Week, 2 Hours per Day)

**Week 1: Introduction to SEO and SEO Basics**

* **Day 1**: Introduction to SEO: What is SEO, Its Importance, and History
* **Day 2**: The Importance of SEO in Today’s Competitive Business World
* **Day 3**: Overview of Search Engines and How They Work
* **Day 4**: SEO Types and Their Applications (On-Page, Off-Page, and Technical SEO)
* **Day 5**: Setting Up a Basic Website for SEO Practice

**Week 2: SEO Algorithms and Ranking Factors**

* **Day 1**: Introduction to SEO Algorithms: How Google and Other Search Engines Rank Websites
* **Day 2**: Key SEO Ranking Factors: Relevance, Authority, and User Experience
* **Day 3**: Google’s Core Updates and Their Impact on SEO
* **Day 4**: Penalties and How to Avoid SEO Mistakes
* **Day 5**: Lab: Analyzing SEO Factors Using Online Tools (Google Search Console, SEMRush)

**Week 3: Keyword Research and Analysis**

* **Day 1**: Introduction to Keyword Research: Importance in SEO
* **Day 2**: Techniques for Identifying High-Value Keywords Using Tools (Google Keyword Planner, Ubersuggest)
* **Day 3**: Keyword Strategy Development: Long-Tail vs. Short-Tail Keywords
* **Day 4**: Competitive Analysis: Identifying Competitor Keywords
* **Day 5**: Hands-On Keyword Research and Competitor Analysis for a Business Website

**Week 4: On-Page SEO Optimization**

* **Day 1**: Meta Tags Optimization: Title, Description, and ALT Tags
* **Day 2**: Heading Optimization: H1, H2, and H3 Tags
* **Day 3**: Creating SEO-Friendly Content: Best Practices for Writing Optimized Articles
* **Day 4**: URL Structure and Internal Linking for Better User Experience
* **Day 5**: On-Page SEO Optimization on a Website (Content, Tags, URLs)

**Week 5: Off-Page SEO and Ethical Link-Building**

* **Day 1**: Introduction to Off-Page SEO: The Importance of Backlinks
* **Day 2**: Understanding the Different Types of Backlinks (DoFollow, NoFollow, etc.)
* **Day 3**: Learning Ethical Link-Building Techniques
* **Day 4**: Identifying High-Level Link Sources and Guest Blogging
* **Day 5**: Building Backlinks for a Website Using Ethical Practices

**Week 6: Technical SEO**

* **Day 1**: Importance of Mobile Responsiveness and Website Speed Optimization
* **Day 2**: Crawlability and Indexing: Ensuring Search Engines Can Access Your Content
* **Day 3**: Introduction to Schema Markup and Structured Data
* **Day 4**: Optimizing Website Performance: Speed, Mobile-Friendliness, and Core Web Vitals
* **Day 5**: Implementing Structured Data and Improving Website Speed with Google PageSpeed Insights

**Week 7: SEO Tools and Analytics**

* **Day 1**: Overview of Popular SEO Tools: Google Search Console, SEMRush, Moz
* **Day 2**: Introduction to Google Analytics: Understanding Key Metrics and Performance
* **Day 3**: Monitoring SEO Data: Traffic, Bounce Rate, and Session Duration
* **Day 4**: Making Data-Driven Decisions Using SEO Analytics
* **Day 5**: Analyzing Website Performance with Google Analytics and Other SEO Tools

**Week 8: SEO Strategy Development and Reporting**

* **Day 1**: Developing an SEO Strategy Tailored to Business Goals
* **Day 2**: Measuring and Tracking SEO Performance: Key Performance Indicators (KPIs)
* **Day 3**: Staying Updated with the Latest SEO Trends and Algorithm Changes
* **Day 4**: Creating SEO Reports: Presenting SEO Performance to Clients or Managers
* **Day 5**: Lab: Final Project - Developing a Complete SEO Strategy and Report for a Business Website

**Assessment & Final Project (End of Week 8)**

* **Final Project**: Students will develop a complete SEO strategy for a real or hypothetical business website, focusing on keyword research, on-page and off-page SEO, and technical optimization.
* **Assessment**: Evaluation of the SEO strategy, website performance, and reporting skills.

**Learning Outcomes**

By the end of this course, students will:

* Understand the key principles of SEO and how search engines rank websites.
* Be able to perform effective keyword research and competitive analysis.
* Implement on-page and off-page SEO optimization techniques.
* Use SEO tools to analyze website performance and make data-driven decisions.
* Develop an SEO strategy tailored to a business’s goals and track its performance.