NEXT
COACH

Comprehensive

Search Engine Optimization (SEO)

Curriculum

FROM BEGINNER TO EXPERT

Duration - 3 Months

SEO Curriculum

1 - Introduction to SEO

- **1.1 Understanding Search Engines**
- How search engines work (Crawling, Indexing, Ranking)
- Search engine algorithms (Overview of Google's algorithm)
- **1.2 Basics of SEO**
- What is SEO? Why is it important?
- Understanding organic vs. paid search results
- Key SEO terminology (SERP, keywords, metadata, etc.)

2 - Keyword Research

- **2.1 Importance of Keywords**
- What are keywords? Types of keywords (short-tail, long-tail)
- The role of keywords in SEO
- **2.2 Tools for Keyword Research**
- Free and paid tools (Google Keyword Planner, Ahrefs, SEMrush)
- How to use these tools effectively

2 - Keyword Research (2)

- **2.3 Keyword Strategy**
- How to choose the right keywords
- Understanding search intent
- Creating a keyword list and mapping keywords to content

3 - On-Page SEO

- **3.1 Content Optimization**
- Writing SEO-friendly content
- Importance of headings (H1, H2, H3, etc.)
- Using keywords naturally in content
- **3.2 Meta Tags Optimization**
- Crafting effective title tags and meta descriptions
- Using focus keywords in meta tags

SEO Curriculum

3 - On-Page SEO (2)
- 3.3 URL Structure
- Best practices for SEO-friendly URLs
- Importance of keyword-rich URLs
- 3.4 Internal Linking
- Importance of internal linking for SEO
- Best practices for internal linking
- 3.5 Image Optimization
- 3.6 User Experience (UX)

4 - Technical SEO
- 4.1 Website Structure
- Importance of a well-structured website
- Understanding site hierarchy
- 4.2 Robots.txt and XML Sitemaps
- 4.3 Schema Markup
- 4.4 Canonicalization
- 4.5 SSL and HTTPS
- 4.6 404 Errors and Redirects

5 - Off-Page SEO
- 5.1 Link Building
- Importance of backlinks in SEO
- Types of backlinks (do-follow, no-follow)
- Strategies for acquiring high-quality backlinks
- 5.2 Social Signals
- How social media influences SEO
- Best practices for social sharing
- 5.3 Online Reputation Management (ORM)

6 - SEO Tools and Analytics
- 6.1 Google Analytics
- Setting up Google Analytics
- Understanding key metrics and reports
- 6.2 Google Search Console
- Setting up and using Google Search Console
- Monitoring website performance and fixing issues
- 6.3 SEO Audit Tools

SEO Curriculum

7 - Local SEO

- **7.1 Importance of Local SEO**
- Understanding local search
- How local SEO differs from global SEO
- **7.2 Google My Business (GMB)**
- Setting up and optimizing GMB
- Importance of NAP (Name, Address, Phone number) consistency

8 - Google Search Console

- Introduction to Google Search Console
- How to integrate a website to Search Console?
- Performance and URL inspection
- Sitemaps and coverage
- Enhancement reports
- Core web vitals
- Page speed
- Sharing user access

9 - Google Analytics

- Introduction to Google Analytics
- Setting up Google Analytics
- How to link a website to GA?
- Dashboard overview
- Real-time reports
- Audience reports- Overview, active users, lifetime value report
- Acquisition report
- Behavior report

10 - Bonus: WordPress

- What is CMS and WordPress?
- Introduction to WordPress website creation
- Static vs dynamic website
- What is domain name and web hosting?
- How to get a domain name and web hosting?
- How to connect a domain with a hosting server?
- How to install WordPress and activate your site?

Real-World Applications Projects

1. Setting up site favicon and log

2. Creation of web pages and adding them to the menu

3. Creation of submenus

4. Designing a five-page website

5. Setting up the front pages

6. Publishing blog posts

7. Creating categories and tags
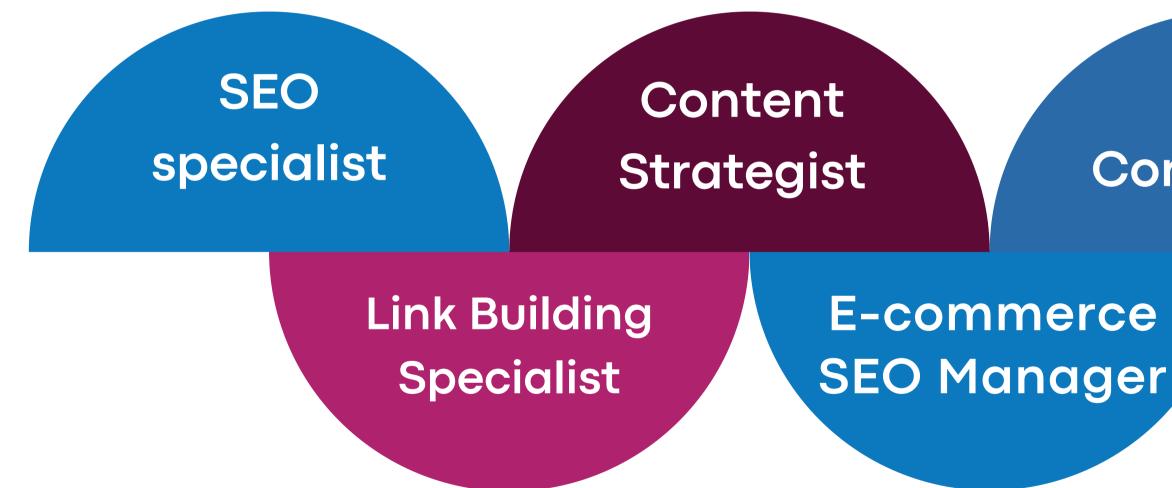
8. How to add posts to categories and tags?
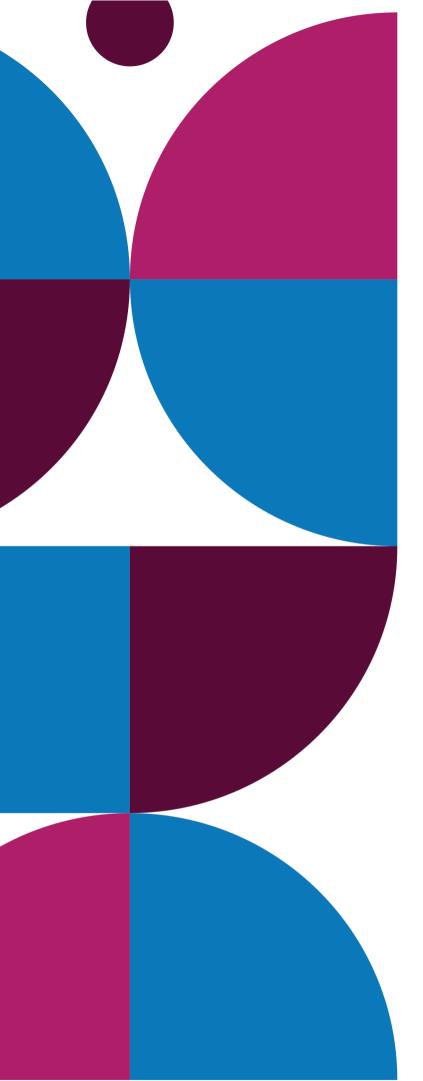
Google
Search Console

Google
Analytics

ahrefs

MOZ

Job Roles that can be applied after completion of this course

SEO specialist

Content Strategist

SEO Consultant

Link Building Specialist

E-commerce SEO Manager

SEO Data Analyst

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6. **Complete the Evaluation**
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