

# SEO SYLLABUS

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**Hi Folks,**

Oranium Tech introducing some amazing content on SEO. Seeking to learn the SEO Techniques? Looking for a platform where you can gain an in-depth knowledge of the SEO practices? Then, join SEO Training in Chennai at Oranium Tech! SEO Classes in Chennai at Oranium Tech provides a comprehensive knowledge of the SEO techniques under the mentorship of real-time professionals and they train you to become an expert in SEO practices.

## 1)SEO Training Syllabus

- Website Planning and Creation
- Domain Name Registration
- Domain Selection
- Hosting and its types
- Basic knowledge of World Wide Web
- Website wireframe and architecture
- Basics of developing and designing a website
- Usability & user experience of a website
- Why say yes to a responsive website
- Website competitor analysis
- Website navigation and optimizing according to user-friendly interface

## 2)Introduction to SEO

- What is search engines
- Difference between portal and search engines
- How search engines work
- What is SEO
- SEO techniques (On page and Off page)
- Difference between White hat, Black hat, and Grey hat SEO
- What is the need for SEO
- Things to consider before starting SEO of any website
- What is Ranking
- How Google ranks a website

- Get familiar with the basic terms like crawlers, robots, and spiders
- How to choose the best search engine

### **3)Keyword Research**

- Introduction to Keyword research
- How and why to choose the right keywords
- Different types of keywords
- How to do Keyword analysis
- Keywords density analysis
- Tools for keyword research
- Competition analysis
- Localized keywords research

### **4)On Page Optimization Steps**

- Introduction to On-page optimization
- What is Title, Description, and Keywords tags
- Difference between primary, secondary, and tertiary tiles
- Length of titles, meta description, and Snippets
- H1 to H6 Tags and their importance
- Important keywords in title, meta descriptions, and content
- When and where keywords can be placed
- Difference between Internal links and External links
- Anchor Text
- Anchor links optimization
- Headers optimization
- Importance of Alt tags and Image tag
- Image tag optimization
- Content Optimization
- SEO friendly content
- Optimizing SEO content
- Page naming / URL Structure / Permalink
- Website structure & navigation menu optimization
- Filename optimization
- Page speed optimization tool
- Robots.txt
- URL Canonicalization/ 404 Implementation
- Difference between HTTP / HTTPS
- Different types of Sitemaps and their importance
- Google SEO guidelines
- Google Analytics and Webmaster integration

- Google sandbox effect
- Keyword Proximity, Authority, Prominence, and density
- Iframes/ Frames effect on SEO
- URL renaming/ rewriting
- Duplicate Content / URLs
- HTML Validations using W3c
- Broken link analysis
- Website architecture
- Bread Crumb
- Google webmaster tool
- Creating effective landing pages
- On page Audit
- Yahoo Feed Submission

### **5)Off-Page Optimization**

- Introduction to Off-page optimization
- Local marketing of websites on the basis of locations
- Social Media optimization techniques
- Introduction of link building and its types
- Directory submission
- Blog and article submission
- Forum posting
- Forum signatures and commenting
- Free classifieds
- Classifieds posting
- Press release submission
- Video submission
- Business listing submission
- Guest blog
- Local SEO (Local business listing)
- Detail knowledge of Link building and backlinks
- Social bookmarking
- Photo & Video Sharing
- Infographics sharing
- Document Sharing
- Content Marketing and its importance
- Question and answers
- Web 2.0 submission
- Importance of backlinks / Link building
- A home page promoting tips and techniques

- Strategies to build qualitative and relevant backlinks
- Competitors backlink research and submission
- Tracking the links and PageRank
- Submission to do follow websites
- RSS Feed submissions

## 6) Webmaster / Search Console

- Sign up for a webmaster account
- Verifying website under Google Search Console
- Introduction on webmaster
- Effect on inner page ranking through inner linking
- Understanding queries and Average keyword position
- Search Appearance
- How to improve website quality and performance by using the information in the search console
- Google Index
- Search Traffic
- Google My Business
- Google Crawling

## 7) Google Algorithms and updates

- Introductions on Search Engine Algorithms?
- How Algorithms Works?
- Algorithm & Google Panda
- Detail information on Search Engine Penalties
- Procedures for recovering from Search Engine Penalties
- What is Google Panda Algorithm?
- How Google Panda Algorithm affect millions of websites?
- Things to know about Google Penguin
- A brief introduction on Google EMD Update
- How to save websites from Google Panda, Penguin, and EMD
- Recover your site from Panda, EMD, and Penguin

## 8) Things not to do in SEO

- Black Hat SEO
- Try to avoid Grey Hat SEO
- Exact-match Anchor text
- Keyword Stuffing
- Spam comments
- Duplicate content and cloaking
- Unnatural links

- Domain and Keyword Cloaking
- Intrusive Interstitial Ads
- 3rd party “Paid” links
- Article spinners
- Automated link building
- Doorway Page, bots, spam, Link Baiting
- Link and article directories
- Duplicate Content and Cloaking
- Paid / spam blogging

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Phone / WhatsApp Details / Mail Id

**CHROMPET** : 73053 43555 [whatsapp](#) / oraniumtech@gmail.com

**VELACHERY** : 73052 77748 [whatsapp](#) / oraniumtechvh@gmail.com