

CRASH COURSE

VERSION

23

ELYSIUM
ACADEMY
LOCAL SEO &
GLOBAL SEO ,
MARKET
PERFORMANCE
ANALYSIS
COURSE

**LOCAL SEO &
GLOBAL SEO ,
MARKET
PERFORMANCE
ANALYSIS
COURSE**

SR. CODE

EAPL/CRASH/CRTC33

COURSE CODE

EACSE

SUB CATEGORY

DIGITAL MARKETING



TOTAL DURATION

45
HOURS



THEORY TAKEN

12
HOURS



PRACTICAL TAKEN

33
HOURS

COURSE DESCRIPTION



The Comprehensive SEO Mastery Course is designed to provide you with a solid foundation in Search Engine Optimization (SEO) principles, strategies, and techniques. In this course, you will gain the knowledge and practical skills necessary to improve website visibility, increase organic traffic, and enhance search engine rankings.

COURSE GOALS



We at Elysium Academy provide best SEO training courses with hands on exposure to get depth knowledge of Search engine optimization. For more information about SEO courses – contact us on <https://elysiumacademy.org/>

FUTURE SCOPE



Completing an SEO course can prepare you for a career as an SEO specialist or digital marketer. As an SEO specialist, you can work for companies or clients to optimize their websites and improve their search engine rankings. Also perform as a freelancer or begin your own agency. With the increasing importance of online presence, the demand for SEO experts is expected to grow in the coming years. Overall, completing an SEO course can open up many career opportunities in the digital marketing industry and beyond.

01

CHAPTER

CHAPTER 1: SEO – A BEGINNER’S GUIDE

Why Is It Important To Learn SEO

- a. What is search engines
- b. Difference between portal and search engines
- c. How search engines work
- d. What is SEO
- e. SEO techniques (On page and Off page)
- f. Difference between White hat, Black hat, and Grey hat SEO
- g. What is the need for SEO
- h. Things to consider before starting SEO of any website
- i. What is Ranking
- j. How Google ranks a website
- k. Get familiar with the basic terms like crawlers, robots, and spiders
- l. How to choose the best search engine
- m. Types of lists



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02

CHAPTER

WHY GOOGLE

Evolution of Google

- a. History of Google
- b. How Google Works
- c. What is SERP
- d. Paid Vs Organic Result
- e. How Google is Smart
- f. Understanding Google Updates/ Penalties



01
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30
MINS

03

CHAPTER

SEO BASIC & BACKGROUND

SEO For Content Management System

- a. Website Planning and Creation
- b. Domain Name Registration
- c. Domain Selection
- d. Hosting and its types
- e. Basic knowledge of World Wide Web
- f. Website wireframe and architecture
- g. Basics of developing and designing a website
- h. Usability & user experience of a website



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- i. Why say yes to a responsive website
- j. Website competitor analysis
- k. Website navigation and optimizing according to user-friendly interface

04

CHAPTER

KEYWORD RESEARCH

Keyword Research, Analysis & Clustering

- a. Introduction to Keyword research
- b. How and why to choose the right keywords
- c. Different types of keywords
- d. How to do Keyword analysis
- e. Keywords density analysis
- f. Tools for keyword research
- g. Competition analysis
- h. Localized keywords research



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02
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05

CHAPTER

TIPS - CONTENT WRITING

How to Create Best Content

- a. Content Writing Concepts
- b. Tips for Content Article
- c. Make Content Pattern
- d. How to Make Title and Subtitles
- e. How to Write Unique & Informative SEO-Friendly Articles



02
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02
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06

CHAPTER

ON PAGE OPTIMIZATION STEPS

On-Page Factors

- a. Introduction to On-page optimization
- b. What is Title, Description, and Keywords tags
- c. Difference between primary, secondary, and tertiary tiles
- d. Length of titles, meta description, and Snippets
- e. H1 to H6 Tags and their importance
- f. Important keywords in title, meta descriptions, and content
- g. When and where keywords can be placed
- h. Difference between Internal links and External links
- i. Anchor Text
- j. Headers optimization
- k. Importance of Alt tags and Image tag
- l. Image tag optimization
- m. Content Optimization
- n. SEO friendly content
- o. Optimizing SEO content
- p. Google SEO guidelines
- q. Google Analytics and Webmaster integration
- r. Google sandbox effect



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- s. Keyword Proximity, Authority, Prominence, and density
- t. Iframes/ Frames effect on SEO
- u. URL renaming/ rewriting
- v. Duplicate Content / URLs
- w. HTML Validations using W3c
- x. Broken link analysis
- y. Website architecture
- z. Bread Crumb
- aa. Google webmaster tool
- ab. Creating effective landing pages
- ac. On page Audit
- ad. Yahoo Feed Submission

07

CHAPTER

OFF-PAGE OPTIMIZATION

How & Why factors to Listing

- a. Introduction to Off-page optimization
- b. Local marketing of websites on the basis of locations
- c. Social Media optimization techniques
- d. Introduction of link building and its types
- e. Directory submission
- f. Blog and article submission
- g. Forum posting
- h. Forum signatures and commenting



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04
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- i. Free classifieds
- j. Classifieds posting
- k. Press release submission
- l. Video submission
- m. Business listing submission
- n. Guest blog
- o. Local SEO (Local business listing)
- p. Detail knowledge of Link building and backlinks
- q. Social bookmarking
- r. Photo & Video Sharing
- s. Infographics sharing
- t. Document Sharing
- u. Content Marketing and its importance
- v. Question and answers
- w. Web 2.0 submission
- x. Importance of backlinks / Link building
- y. A home page promoting tips and techniques
- z. Strategies to build qualitative and relevant backlinks
- aa. Competitors backlink research and submission
- ab. Tracking the links and PageRank
- ac. Submission to do follow websites
- ad. RSS Feed submissions

08

CHAPTER

WEBMASTER / SEARCH CONSOLE

How to Track your Website

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



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09

CHAPTER

GOOGLE ALGORITHMS AND UPDATES

01. Essential SEO Algorithm & Updates by Google

- a. ·Introductions on Search Engine Algorithms?



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- b. How Algorithms Works?
- c. Algorithm & Google Panda
- d. Detail information on Search Engine Penalties
- e. Procedures for recovering from Search Engine Penalties
- f. What is Google Panda Algorithm?
- g. How Google Panda Algorithm affect millions of websites?
- h. Things to know about Google Penguin
- i. A brief introduction on Google EMD Update
- j. How to save websites from Google Panda, Penguin, and EMD
- k. Recover your site from Panda, EMD, and +Penguin

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CHAPTER

ADVANCED SEO SESSIONS

O1. Scheme Mark up

O2. Rich Snippets

O3. AMP (Accelerated Mobile Pages)

O4. Technical SEO

- a. Anchor links optimization
- b. Page naming / URL Structure / Permalink
- c. Website structure & navigation menu optimization



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- a. Filename optimization
- b. Page speed optimization tool
- c. Robots.txt
- d. URL Canonicalization/ 404
Implementation/ Redirection error
- e. Difference between HTTP / HTTPS
- f. Different types of Sitemaps and their
importance

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CHAPTER

SEO – BREAK OFF

Things You Shouldn't Be Doing in SEO

- a. Black Hat SEO
- b. Try to avoid Grey Hat SEO
- c. Exact-match Anchor text
- d. Keyword Stuffing
- e. Spam comments
- f. Duplicate content and cloaking
- g. Unnatural links
- h. Domain and Keyword Cloaking
- i. Intrusive Interstitial Ads
- j. 3rd party "Paid" links
- k. Article spinners
- l. Automated link building
- m. Doorway Page, bots, spam, Link Baiting
- n. Link and article directories
- o. Duplicate Content and Cloaking
- p. Paid / spam blogging



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0
HRS

Placement Assistance

100%

135+ Professional Courses

Practical Sessions

90%

67+ Global Pacts

Corporate Placements

65%

170+ IT Companies Tie-Up

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Partners

