



12-week SEO Syllabus

Covering On-page, Off-page, and Technical aspects

Week 1-2: Introduction to SEO and Keyword Research

- Understanding SEO basics and importance
- Introduction to search engine algorithms and ranking factors
- Keyword research tools and strategies
- Identifying target keywords for your website

Week 3-4: On-Page SEO Optimization

- Optimizing title tags, meta descriptions, and header tags
- Creating SEO-friendly URLs
- Crafting quality, keyword-rich content
- Internal linking techniques



Week 5-6: Technical SEO

- Basics of crawling and indexing
- XML sitemaps and robots.txt optimization
- Speed optimization and mobile responsiveness
- Handling duplicate content and canonicalization
- UI /UX impact & User Intent

Week 7-8: Off-Page SEO and Link Building

- Understanding backlinks and their importance
- Natural link-building strategies
- Guest posting and outreach techniques
- Monitoring backlinks using tools

Week 9-10: Content Strategy and User Experience

- Creating a content plan aligned with user intent
- Importance of user experience (UX) in SEO
- Analyzing engagement metrics and improving user experience



Week 11-12: Local SEO and Performance Monitoring

- Optimizing for local search and Google My Business
- NAP consistency and local citations
- Setting up Google Analytics and Search Console
- Monitoring SEO performance and making data-driven improvements

Remember, while this syllabus provides a structured foundation, SEO is an ongoing process. Continuously learning, adapting to algorithm changes, and refining strategies are essential for long-term success.

