

Skills for Employment Investment Project (SEIP)

Standards/ Curriculum Format For Practical SEO

Course Duration: 1 Month

Course Structure and Requirements

Course Title: Practical Search Engine Optimization (SEO)

Course Objectives:

- a. This course is specially designed to provide technical knowledge and skills to cope with the requirement of Search Engine Optimizer occupations of the SEO sector. The course will be implemented to ensure at least 80% of total contact hours on practical/hands on skills training or practice and 20% trade/ occupations related theory including OHS and soft modules;
- b. The course is designed to enable trainees to acquire a range of technical and vocational, practical, personal and organizational skills valued and utilized both within and beyond the workplace;
- c. The course is designed to meet the required competencies of the occupations needed in the labor market in and outside the country;

Course Outline

Name of the Course	Duration of Course	Entry Qualification
Practical Search Engine Optimization (SEO)	1. Three days per week 2. 4:00 Hours per day	1. Education = General Stream Graduates or any equivalent

Module 1: SEO Basics

SI No	Unit Code	Unit of Competency (UoC) Title
Generic- Compulsory		
1	SEO M1 GC	What is Search Engine
2	SEO M1 GC	Why we use Search Engines
3	SEO M1 GC	What is Search Engine Optimization (SEO)
4	SEO M1 GC	Why does my website need SEO?
5	SEO M1 GC	Why can't the search engines figure out my site without SEO?
6	SEO M1 GC	The Importance of Networking
7	SEO M1 GC	The necessity of Branding & Exposure
8	SEO M1 GC	Can I do SEO for myself or my business?
9	SEO M1 GC	Order of SEO
Occupation Specific Knowledge(trade theory) –Compulsory		
10	SEO M1 OSK	Setting up and planning for your Targeted Audience to Obtain the Maximum Output.
11	SEO M1 OSK	Maintaining your audience by applying the best possible methods to increase networking, authority, trust, branding & exposure.
12	SEO M1 OSK	Interacting with your audience to increase the user engagement within your blog/website.
13	SEO M1 OSK	Creating a Blog on your preferred niche and blog about what you love.
14	SEO M1 OSK	Scheduling the time frame For your incredible Blogging Profession.
Occupation Specific Skills(practical/demonstration)- Compulsory		
15	SEO M1 PR	Making of Your First Blog with Blogger CMS by Implementing the Pros and Cons of SEO
16	SEO M1 PR	Figuring out the key features and fundamental elements of a blog
17	SEO M1 PR	Applying the Must Do's After Starting A blog
18	SEO M1 PR	Selecting and Finding Out the Perfect Template having Search Engine Friendly features
19	SEO M1 PR	Creating the Must To Have pages in a Blog That You Should Never Avoid
20	SEO M1 PR	Live checking of few Sample Blogger blogs at a glance for a transparent concept
21	SEO M1 PR	<p>Making of Your First Blog with Wordpress CMS:</p> <ul style="list-style-type: none"> • Domain pointing to hosting server • Adding domain on cPanel using "Addon Domain" • Installing WordPress • Uploading and installing Themes • Installing important WP plugins • Publishing and optimizing articles in Wordpress CMS • Managing WordPress SEO plugin while publishing articles/contents.

Module 2: Keyword/Market Research

SI No	Unit Code	Unit of Competency (UoC)Title
Generic Compulsory		
22	SEO M2 GC	Introducing Keyword Research & tools in the market
23	SEO M2 GC	Importance of using Paid & Free tool versions
24	SEO M2 GC	To find the best keyword for SEO
25	SEO M2 GC	To understand competition
26	SEO M2 GC	To plan Offpage SEO and Link Building Strategy
27	SEO M2 GC	To find the best keyword to advertise
28	SEO M2 GC	To find topics for blogging
29	SEO M2 GC	For planning your social media marketing
30	SEO M2 GC	For planning and designing your site structure
31	SEO M2 GC	For copywriting and write-ups for your website
32	SEO M2 GC	Find global search volume for specific keyword
33	SEO M2 GC	Find country based/local search volume for specific keyword
34	SEO M2 GC	Find the competition of the keyword
35	SEO M2 GC	Find the PPC Bid price of the keyword
36	SEO M2 GC	Find local search/ general search trends
37	SEO M2 GC	Find effective, easy & hard to target keywords
Occupation Specific Knowledge(trade theory) –Compulsory		
38	SEO M2 OSK	Hunting your initial Keywords to rank your website in the Google Search Result page In a proper approach.
39	SEO M2 OSK	<p>Classifying the Keywords According to Their Types:-</p> <ul style="list-style-type: none"> • Product or Service Keywords • Brand Keywords • Modifier Keywords • Entity Keywords • Geographic Keywords • Demographic Segmented Keywords • Call to Action Keywords • Educational Keywords • B2B Keywords <p>Compound & Other Keywords</p>
40	SEO M2 OSK	Applying KW Research Thumb rule to identify the best keywords to start with.
41	SEO M2 OSK	<p>Obtaining the killer concept –to analyze the market competition to research keywords:-</p> <ul style="list-style-type: none"> • Allintitle concept • Idea from Search Engine • KW in URL • KW in page meta description
42	SEO M2 OSK	Implementing the Concept of “Keyword Rich Domain” to Select the Perfect Domain on Your Preferred niche.
43	SEO M2 OSK	Having the positive Impact of EMD in terms of ranking
44	SEO M2 OSK	Planning and Developing of a KW based website. Decorating the Website Structure along with site navigation to make it more and more SEO and user friendly. Selecting Domain to make it user and Search Engine Friendly.
45	SEO M2 OSK	Getting relevant KW ideas from Google instant & related searches to gather more specific keyword concepts.
46	SEO M2 OSK	Understanding what KWs your competitors are using to get their website ranked in the Google Search Results
47	SEO M2 OSK	Applying anchor text effectively to understand the power & value of it.
48	SEO M2 OSK	Measuring Keyword Density using some tools & its Calculation formula

49	SEO M2 OSK	Emphasizing Keywords using text modifiers to make it more powerful
50	SEO M2 OSK	Application and a brief Discussion on Long Tail KWs (LTK) to get more targeted traffic.
51	SEO M2 OSK	Identifying Long tail Keywords with paid keyword tool.
52	SEO M2 OSK	Identification Procedure and proper Implementation of LSI keywords.
53	SEO M2 OSK	Practical utilization of LSI in your content to make it more Optimized and standardized.
Occupation Specific Skills(practical/demonstration)- Compulsory		
54	SEO M2 PR	Using Google Keyword Planner Tool with Practical hands-on demonstration.
55	SEO M2 PR	Application of Paid Keyword Tool to find out the goldmine strategy to research perfect keywords.
56	SEO M2 PR	Looking the projects at Marketplace on Keyword Research and get to know about your capability & working opportunity.
57	SEO M2 PR	Establishing you as an Elite Keyword Researcher by studying Marketplace profiles of established freelancers.

Module 3: On-Page Optimization

SI No	Unit Code	Unit of Competency (UoC)Title
Generic- Compulsory		
58	SEO M3 GC	Basics of On-Page Optimization
59	SEO M3 GC	On-Page Optimization elements & factors
60	SEO M3 GC	Title Tag Optimization <ul style="list-style-type: none"> • Length • Duplicate issue • Relevancy
61	SEO M3 GC	Idea on Stuffing Keywords in title tag and why it's a bad SEO practice
62	SEO M3 GC	Analysis of the latest updates regarding Title Tag Optimization
63	SEO M3 GC	The Pixel rule & calculation procedure using online resource or tool
64	SEO M3 GC	Swapping of the Post title & the blog title in blogger.com blog to make it more optimized for the Search Engine
Occupation Specific Knowledge(trade theory) –Compulsory		
65	SEO M3 OSK	Knowing the idea about Meta Description Tag <ul style="list-style-type: none"> • Length • Duplicate issue • Relevancy • KW implementation in MDT
66	SEO M3 OSK	Evaluating Meta Keyword Tags and getting the clear idea on the topic
67	SEO M3 OSK	Application and significance of Meta Keywords Tag from Search Engine perspective
68	SEO M3 OSK	Checking of the Meta tags using various online meta tag checker tools or manually
69	SEO M3 OSK	Swapping of the tags and The usage of Heading Tags in blogger.com
70	SEO M3 OSK	Reducing Bounce Rate of Your Blog <ul style="list-style-type: none"> • Knowing the Bounce Rate concept • Step by step process to reduce bounce rate.
71	SEO M3 OSK	Image ALT Tag: <ul style="list-style-type: none"> • Knowing the image ALT tag concept • Procedure to make image SEO friendly • Adding image ALT & title tag in blogger • Checking with tool if image alt tag is implemented or not

72	SEO M3 OSK	Selecting an Exact Match Domain for Blogging and knowing the value and weight of having an EMD.
73	SEO M3 OSK	Internal Linking: <ul style="list-style-type: none"> • Knowing about the Internal Linking concept • Internal Linking at its best usage • Showcasing good Internal Linking practices • Internal Linking
74	SEO M3 OSK	The making of a perfectly optimized page and step by step procedure.
Occupation Specific Skills(practical/demonstration)- Compulsory		
75	SEO M3 PR	Applying Title Tag Optimization Techniques on your blog to evaluate the knowledge gained.
76	SEO M3 PR	Applying an optimized title tag with your targeted keywords following the proper steps
77	SEO M3 PR	Applying of Pixel rule and later checking if it has been implemented using the pixel checking tool
78	SEO M3 PR	Checking of Keyword stuffing in title tag to make sure you don't violate the guideline
79	SEO M3 PR	Making sure and check that you have properly done the Post title & blog title swapping in blogger.com and your post title comes before your blog title in Search Engine Result Page.
80	SEO M3 PR	Checking the application of meta keywords tag in blogger.com to ensure proper understanding of the participants.
81	SEO M3 PR	Applying Meta Description Tag on your blog to evaluate the knowledge gained. <ul style="list-style-type: none"> • The Length/Character Issue • Duplicate issue checking • Relevancy checking
82	SEO M3 PR	Checking of Keyword stuffing in the Meta Description Ta area of your blogs.
83	SEO M3 PR	Checking proper application of Heading Tags for Post title, blog title, sidebar and tags swapping in blogger.com
84	SEO M3 PR	Application of H1,H2,H3 & up to H4 tags in various parts of blog
85	SEO M3 PR	Setting up your Custom Permalink before publishing the Contents on the blog
86	SEO M3 PR	Learning the application of Fetch As Googlebot feature in Google Webmasters & knowing of its necessity.
87	SEO M3 PR	Applying the Internal Linking practice in your blog to ensure the idea of Internal Linking is clear.
88	SEO M3 PR	Learning what a Sitemap is: <ul style="list-style-type: none"> • Generating & submitting a sitemap in for Blogger blogs using Google Webmasters • Submitting via Root Folder or by using plugin
89	SEO M3 PR	Learning about the application of robots.txt and know how the codes work and where to place the file.

Module 4: Content Optimization

SI No	Unit Code	Unit of Competency (UoC)Title
Generic- Compulsory		
90	SEO M4 GC	Making an action plan for an optimized content
91	SEO M4 GC	A brief idea and discussion on Content Siloing and how it works from content optimization perspective
92	SEO M4 GC	Getting an idea on how to write Clever post titles
93	SEO M4 GC	Complete knowledge on Google Panda Update , how it works, and its impact on thin quality sites: <ul style="list-style-type: none"> • What is Google Panda and why it was brought? • Know about the different versions of the Update
Occupation Specific Knowledge(trade theory) –Compulsory		
94	SEO M4 OSK	Learning the killer steps of how to write content and make it more standardized, appealing and traffic driven.
Occupation Specific Skills(practical/demonstration)- Compulsory		
95	SEO M4 PR	Checking duplicate content using tools and learn using various other content checking metrics.
96	SEO M4 PR	Practical Hands-on writing an optimized Content to your Blog

Module 5: Off-Page Optimization

SI No	Unit Code	Unit of Competency (UoC)Title
Generic- Compulsory		
97	SEO M5 GC	Idea on Do-follow & No-follow Links Backlink Age & Authority Example of good and bad backlinks
98	SEO M5 GC	Idea & introduction to Web 2.0 properties: <ul style="list-style-type: none"> • Knowing about the design and structure of your Web 2.0 and the idea of syndicating content using the platform • Sample Web 2.0 blogs for better understanding the idea
99	SEO M5 GC	What is Directory Submission and its SEO advantages?
100	SEO M5 GC	Knowledge sharing on Yahoo Answers and on other type of Q/A sites
102	SEO M5 GC	Forum Posting: <ul style="list-style-type: none"> • What is a Forum • Different category of Forums • Golden rules and facts of forums • Forum Posting Works and how it's related to SEO/Link-building
103	SEO M5 GC	Social Bookmarking and related materials to drive targeted Visitors
104	SEO M5 GC	Link Wheel: <ul style="list-style-type: none"> • What is Link Wheel • Traditional Link Building Vs Link Wheel • Why we Use Link Wheel • What Does A Link Wheel Do

		<ul style="list-style-type: none"> • Creating Link Wheel • Closed Link Wheel • Open Link Wheels or Horseshoe • Random Link Wheel • What type of content for Link Wheel • promoting Link wheel • Time frame to see results • Useful tips regarding link wheel
105	SEO M5 GC	Blog Commenting and related materials for your Website or Your Client site
106	SEO M5 GC	Introduction to Guest Blogging/Guest Posting with its importance and SEO benefit. Reading rules carefully before submitting your articles
107	SEO M5 GC	Complete idea on Tiered Link Building and proper way of doing it to increase backlinks to your site.
108	SEO M5 GC	Discussion on: a. Reverse Engineering Method to find out what backlinks competitors are building and where b. Article directories – getting the idea clear and know how submitting articles to directions can help build backlinks c. Video Submission – Knowing the concept on how you can get backlinks by submitting videos to different video sharing sites. d. Document Submissions – Understanding how document submission can aid to get quality backlinks
109	SEO M5 GC	Learning about the major Search Engine Ranking factors to know what parameters Google takes into consideration for ranking a page.
110	SEO M5 GC	Complete knowledge on Google Penguin Update , how it works, and its impact on bad quality backlinks. <ul style="list-style-type: none"> • What is Google Penguin and why it was brought? • Know about the different versions of the Update • Identifying site penalization and knowing about the recovery process after site getting hit by Penguin
Occupation Specific Knowledge(trade theory) –Compulsory		
111	SEO M5 OSK	Finding a List of High PR Web 2.0 Sites so later it can be used for the purpose of link building using the channels.
112	SEO M5 OSK	Link Building strategy using Web 2.0 Properties
113	SEO M5 OSK	Finding niche specific directory submission sites Listing of your site in DMOZ and in other directories Showing a sample report of DR submission work
114	SEO M5 OSK	Learning the steps to find niche related forums to participate and boost up promotion
115	SEO M5 OSK	Monitor how an Indian Company operates their Link Building Services (Social Bookmarking): This is to get Industry idea.
116	SEO M5 OSK	Learning the application of RSS Directory Submission
117	SEO M5 OSK	Learning the proper steps to find targeted and niche related guest blogs by using the exact searching codes.
118	SEO M5 OSK	Learning from Tutorial videos on Tiered Link Building to get the concept clearer before working on the practical project.
Occupation Specific Skills(practical/demonstration)- Compulsory		
119	SEO M5 PR	Building small blog networks using web2.0 Property: <ul style="list-style-type: none"> • Web 2.0 creation along with Article posting, Creating backlinks, Submitting Web 2.0 property in different Social Platforms.
120	SEO M5 PR	Practically doing a directory submission work to show the steps from the start to

		end.
121	SEO M5 PR	Building links practically on platforms like Yahoo Answers & Quora
122	SEO M5 PR	Selecting a particular forum and making a post on it with signature link and building a backlink with your preferred anchor text.
123	SEO M5 PR	Making List of Social Bookmarking Sites and practically doing it to get the idea fully clear.
124	SEO M5 PR	Practical making of a link wheel with 3 Web 2.0 ensuring one content on each and 2 links from it.
125	SEO M5 PR	Making live comments on blogs to make sure trainees can later find related blogs and make comments on them building backlinks
126	SEO M5 PR	Application of the techniques to make a professional niche related guest blog lists and making an organized report before delivering to the client.
127	SEO M5 PR	Demonstrating the application of Google Link Disavow Tool and learning how to send reconsideration request to get rid of harmful backlinks

Module 6: Competition Analysis & Tools, Add-On's & Extensions (Google Webmasters Tool & Google Analytics)

SI No	Unit Code	Unit of Competency (UoC) Title
Generic- Compulsory		
128	SEO M6 GC	The basics to know about Competition Analysis
129	SEO M6 GC	Find Who Your SEO Competitors Are
130	SEO M6 GC	Introduction to Google Webmaster Tools
131	SEO M6 GC	Google Analytics Introduction
132	SEO M6 GC	Getting familiar with other handy web analysis tools
Occupation Specific Knowledge(trade theory) –Compulsory		
133	SEO M6 GC	Visiting your competitor's site and analyzing possible parameters and metrics to know their strength and value at where they stand.
134	SEO M6 GC	Analyzing the keywords Competitors are Using for their SEO and pick idea from there to make your own strategy.
135	SEO M6 GC	Checking the backlinks of your competitor site to see how strong and worthy they are along with other important SEO factors.
136	SEO M6 GC	Evaluating Competition's Presence on Social Media to plan your part of the Social Media Marketing strategy.
137		
Occupation Specific Skills(practical/demonstration)- Compulsory		
138	SEO M6 GC	Live demonstration and analysis of how competitors are using PPC Ads and get to know what should be your role.
139	SEO M6 GC	Applying the following major SEO elements, metrics & parameters in your Competitor analysis report file for yourself/the client: <ul style="list-style-type: none"> • Main Keywords • Monthly Search Volume • Similar Website Ranking • Pages with < 20 Backlinks • Pages with Exact Keyword/s in Title • No. of sites with Homepage • No. of pages with PA <30 • 1st Page Competitor URLs • PR of page • Moz Page Authority • Moz Domain Authority • Link Count • Who Is Domain Age

140	SEO M6 GC	Putting your findings based on the analysis and your remarks on the SEO competition
141	SEO M6 GC	Applying the following major Social presence/activity/popularity parameters or signals of Competitor links : <ul style="list-style-type: none"> • FB Likes • FB Shares • Google +1 • Twitter • StumbleUpon • LinkedIn Practice live with software/tool to see how to fetch all the above data for your research.
142	SEO M6 GC	Putting your findings based on the analysis and your remarks on the Social Media competition.
143	SEO M6 GC	Setting up Google Webmaster Tools for your site and learn about the applications of its basic features.
144	SEO M6 GC	Setting up Google Analytics for your site and learn about the applications of its basic features to plan your next strategy.

Module 7: Monetization & Career Opportunities

SI No	Unit Code	Unit of Competency (UoC) Title
Generic- Compulsory		
145	SEO M7 GC	Getting to know how you can earn money using your site/blog
Occupation Specific Knowledge(trade theory) –Compulsory		
146	SEO M7 OSK	Earning from your site/blog using different Advertisement Networks (International & Local)
147	SEO M7 OSK	Earn by Writing paid articles/sponsored posts or articles in your blog
148	SEO M7 OSK	Make money Selling Your Own Ad Space Directly to Advertisers
149	SEO M7 OSK	Learning the procedures of how you can earn from different Affiliate programs or offers using your website/blog
150	SEO M7 OSK	Knowing the steps of how you can earn money by website/blog Flipping method.
151	SEO M7 OSK	Make a living by just giving professional answers on different industry (you must be an industry expert)
152	SEO M7 OSK	Get to know how you can earn money by selling your own Ebooks through your site or directly from Amazon Marketplace.
Occupation Specific Skills(practical/demonstration)- Compulsory		
153	SEO M7 PR	Learning a step by step guideline on how you can make a successful blog on a profitable niche and earn money from it.
154	SEO M7 PR	Case study of a successful blogger who is earning from scratch. (Sites and strategies will be demonstrated) for better understanding