

SEO Training Structure

Introduction – 1st Month

- 1- Introduction to SEO
- 2- Types of SEO
 - 2.1 On-Page SEO
 - 2.2 Technical SEO
 - 2.3 Off-Page SEO
- 3- Why SEO is important and How to be search engine friendly?
 - 3.1 Identify KPIs- Organic Traffic and Lead Generation
 - 3.2 SEO for Blogs
 - 3.3 SEO for CMS
 - 3.4 SEO for Local Search
 - 3.5 SEO for Mobile

On-Page SEO – 1st Month

- 4- What is On-Page SEO?
 - 4.1 Keyword Research
 - 4.2 User and Google Friendly Website Structure
 - 4.3 Heading Structure
 - 4.4 Content Optimization
 - 4.5 Keyword Mapping
 - 4.6 Keyword Gapping
 - 4.7 Keyword Cannibalization
 - 4.8 Slug Optimization
 - 4.9 Internal Linking
 - 4.10 Meta Tags
 - 4.11 Image Optimization



Technical SEO – 2nd Month

5- What is Technical SEO?

- 5.1 Google Algorithm
- 5.2 Crawlers and Spiders
- 5.3 Core Web Vitals
- 5.4 XML Sitemap
- 5.5 Robots.txt
- 5.6 Canonical Tags
- 5.7 Indexing and Redirection
- 5.8 Solve Technical Errors of Google Search Console
- 5.9 Analysis via Google Analytics

Off-Page SEO – 3rd Month

6- What is Off-Page SEO?

- 6.1 Guest Posting
- 6.2 Instant vs Pitched Website
- 6.3 Outreaching
- 6.4 Link Attributes
- 6.5 Tired Linking
- 6.6 SEO Wheel Linking
- 6.7 Business Listing
- 6.8 Profile Creation
- 6.9 Directory Submission

Tools and Extensions

- 1- Google Analytics
- 2- Google Search Console
- 3- Semrush
- 4- Ahrefs
- 5- Ubersuggest
- 6- SEO Quake
- 7- Moz Bar
- 8- Alexa Ranking
- 9- Screaming Frog
- 10- Plagiarism Checker



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