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## Search Engine Optimization Training Syllabus

### SEO Analysis of Website

- Website Analysis
- SEO Competition Analysis
- Keyword Research
- Keyword Finalize
- Search Engine Optimization Strategy Analysis
- Initial Ranking analysis

### On page SEO Optimization

- Website Structure Optimization
- Content Optimization
- Image Optimization
- HTML code optimization
- Meta tag creation & optimization
- HTML Sitemap creation
- Web master tools
- Analytics Setup & Monitoring
- Robots.txt Optimization
- RSS Feed Generation
- Google Console
- Google Analytics

### Off page SEO Optimization

- Search Engine Submissions
- Social Bookmarking
- Directory Submission
- Link Building
- Article Submission
- Local listing
- Classified adds
- Forum Submissions