INTRODUCTION TO SEARCH ENGINE - I

Course Objective	Search Engine Optimization is not only limited to Rankings or get top position in search engine. SEO is a process of optimizing a website and make more search engine and user friendly website. Our Advance SEO course will help professionals and students to become more Search engine friendly and they can organically increase the visibility of their businesses in different search engines
Course Outcome	• Increase Raw Traffic to Your Website • Increase E-commerce Sales

1. **Basics for SEO**
   I.   What is Domain
   II.   Basic Knowledge of World Wide Web
   III.   Difference between Portal and Search Engines
   IV.   What is SEO
   V.   Types of SEO Techniques
   VI.   Black hat techniques
   VII.   White Hat techniques
   VIII. How Search Engine works
   IX.   Page Speed
   X.   Basics of search engine that includes crawling, indexing and caching.

2. **SEO Research & Analysis**
   I.   Market Research
   II.   Keyword Research and Analysis
   III.   Keyword opportunity
   IV.   Competitors Website Analysis
   V.   SWOT Analysis of Website
   VI.   How to Choose Best Keywords
   VII.   Tools available for Keyword Research
   VIII. Search engine commands
   IX.   Search engine algorithms

3. **Website Design SEO Guidelines**
   I.   Content Research
   II.   Content Guidelines
   III.   Content Optimization
   IV.   Design & Layout
   V.   XML Sitemap / URL List Sitemap
   VI.   Search engine friendly content development

Reference Book:
1. Step By Step Guide to Seo --- Upendra Rana
2. Seo 2021 – Dr.Andy Williams
3. Art of SEO: Mastering Search Engine Optimization – Eric Enge