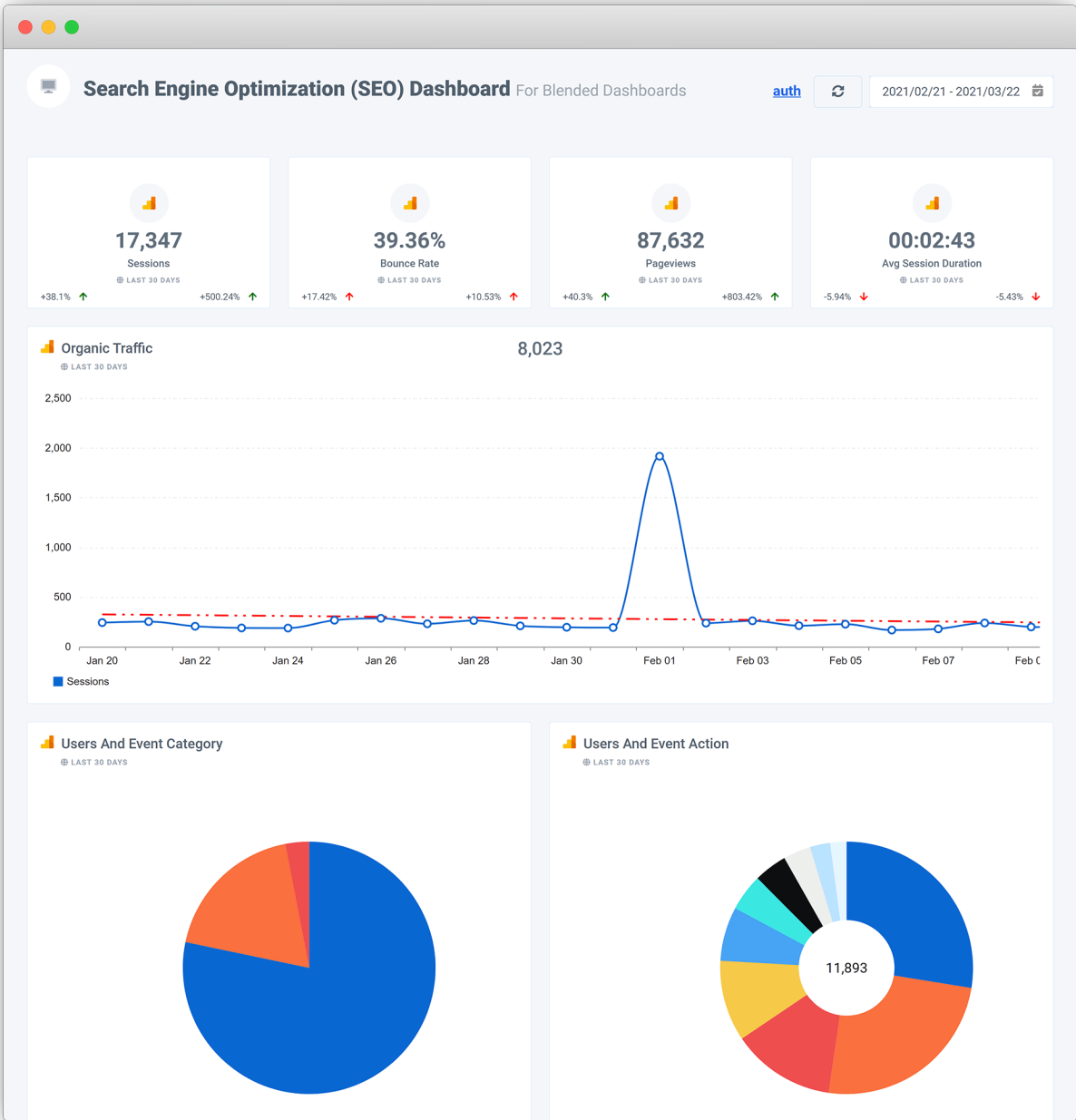


Digitalspot  
Academy





## **SEARCH ENGINE OPTIMIZATION(SEO) COURSE**

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**KICKSTART YOUR CAREER IN SEO, BECOME  
A GLOBALLY RECOGNIZED SEO SPECIALIST**

# SEARCH ENGINE OPTIMIZATION (SEO) COURSE

## COURSE OVERVIEW & SYLLABUS

### Overview

This Search Engine Optimization (SEO) training course will transform you into a full-stack SEO professional driving sustained growth in your website's most critical marketing channel. You will master the many facets of SEO including keyword research, technical SEO, link building, analytics, and much more.

### About the Curriculum

The curriculum is comprehensive, and covers all the cutting-edge SEO concepts, strategies, skills, and tools.

### Bootcamp Programme

**Duration:** 1 Month ( 4 weeks)

**Time:** 3 hours per week, Instructor-led live classes are held in a week

**Activities:** Live Classes, Discussions, Project-Based Activity, Knowledge-check tests

### Prerequisites

No prior experience in SEO is needed.

### Instructors

The training is led by industry experts, educators, and mentors with experience in the field. The Instructors will teach and guide you to learn all the skills you need to succeed as an SEO Specialist in this course.

### Certificate

Industry-recognized course completion certificate

# Programme syllabus

## Module 1: Introduction To SEO

- Course Introduction
- Lesson 1 SEO Introduction
- Lesson 2 How Search Engines Work
- Lesson 3 Types of SEO

## Module 2: Keyword Research

- Lesson 1 Keyword Research and Competitive Intelligence
- Lesson 2 Short Tail Keywords & Long Tail Keywords
- Lesson 3 How to Find Keywords For a Website
- Lesson 4 How To Analyze Search Intent
- Lesson 5 Understanding Ranking Difficulty
- Lesson 6 How to Use Keyword Tools (Google Keyword Planner, Semrush)

## Module 3: Content Creation & SEO Copywriting

- Lesson 1 The Importance Of Content In SEO
- Lesson 2 Content Generation Ideas - Review The Competition
- Lesson 3 Content Generation Ideas - SERP Analysis, Semrush & Industry Related Blogs
- Lesson 4 SEO Copywriting - Content and keywords optimization
- Lesson 5 SEO Copywriting - Content Intent optimization
- Content Calendar

## Module 4: On Page SEO

- Lesson 1 Web page content audit and optimization
- Lesson 2 Metadata content optimization - Title Tag, Meta description and Keywords
- Lesson 3 Content Tags optimization - Headings, Styling, Paragraphs
- Lesson 4 Internal Links & Image Optimization, Outgoing links, Broken Links.
- Lesson 5 URL Optimisation

## Module 5: Off Page SEO & Link building

- Lesson 1 Link building strategy
- Lesson 2 Social Signals - Social media signal, bookmarking, directory etc
- Lesson 3 Digital PR and content promotion
- Lesson 4 Local SEO

## **Module 6: Technical SEO**

- Lesson 1 Site Audit (Fixing issues affecting Website SEO)
- Lesson 2 Crawl Behavior & Crawlability
- Lesson 3 Sitemaps setup & Robots.txt file
- Lesson 4 Handling 404 error page not found
- Lesson 5 Handling redirect 301/302
- Lesson 6 Improving site/page speed

## **Module 7: Web Analytics and Reporting**

- Lesson 1 Installing Google Analytics and Google search Console Tracking code on the website
- Lesson 2 How to use Google Analytics data to improve SEO
- Lesson 3 How to use Google search Console to data to improve SEO
- Lesson 4 SEO Reporting and KPI

## **Module 8: SEO Tools**

- Lesson 1 How to use Semrush SEO Tool
- Lesson 2 How to do Competitor Analysis using Semrush

## **Module 9: Industry Focus**

- Lesson 1 Ecommerce SEO
- Lesson 2 Fintech SEO
- Lesson 3 WordPress SEO

# What You'll Learn

1. Learn about SEO and understand how it all works
2. Learn how to structure and optimize your website to rank on page 1 of Google
3. How to find the best keywords to target for your website
4. How to see all the keywords your competitors are targeting
5. How to find 100s of content ideas for your blog
6. How to build high quality SEO backlinks that move the needle
7. Master technical SEO and outsmart your competitors
8. How to use internal links to rank on page 1 of search engine results for a MASSIVE keyword
9. Learn how to drastically increase your websites conversion rate
10. Learn how to increase your websites traffic, leads and customers through SEO for your online business

## **ABOUT US**

Digitalspot Academy is a leader in digital skills training, empowering people and businesses to succeed in the digital age. We have made it our mission to transform the skills and knowledge of individuals with premium digital skills training for the future of work and digital transformation for businesses on a global scale. We help individuals, professionals change their careers, lives, and businesses by providing the industry's most comprehensive digital technology training.

## **READY TO GET STARTED?**

**Talk to an Educator Advisor Today.**

**Call/WhatsApp: +2348137004198**

**Email: [hello@digitalspotacademy.com](mailto:hello@digitalspotacademy.com)**