



Redefine The Skills With

SEO (Beginners to Advance)

We Transform Your Career By Empowering Your Skills.

Start

About the Program

Our Search Engine Optimization (SEO) 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 like keyword research, technical SEO, link building, analytics, and much more with this SEO training course.

Eligibility

SEO training is beneficial for anyone who wants to become proficient in SEO best practices, particularly: Marketing Managers, Digital Marketing Professionals, Content Writers, Marketing and Sales Professionals, Management, Engineering, Business, and Communications graduates, Entrepreneurs and business owners.



Key Features

Hands-on training on industry tools to make you job-ready

01

Job assistance, career mentoring, & job portal access

02

The complete SEO suite covered

03

Global practitioners and industry experts as trainers

04

24/7 Support & Doubt Clearing Sessions

05

Real-time Project Use Cases & Assessment Quiz

06

Hiring Companies



Career Support

- Microtek Learning 3 months internship.
- Resume-building assistance to create a powerful resume.
- Communication & Email Writing Skills Assistance.

Pre-Requisites

Learners need to possess an undergraduate degree or a high school diploma. Anyone with an interest in the Search Engine Optimization field may take this course.

Curriculum

- ✓ Introduction To Search Engines
- ✓ Understanding Different Types of Search Engines
- ✓ How Do Search Engines Work?
- ✓ Understanding Search Algorithm
- ✓ Understanding Different types of SERPs results
- ✓ What is SEO (Search Engine Optimization)?
- ✓ Why Is SEO Important for Websites?
- ✓ Keyword Research Tools
- ✓ Competitor Analysis, Audit Competitors Website SEO

On-Page SEO:

- ✓ What is On-Page Optimization (SEO)
- ✓ Keyword Research (Understanding Searcher Behaviour)
- ✓ Understanding the Intent of Keywords
- ✓ Types of Keywords
- ✓ Keyword Research Tools
- ✓ Understanding how to choose perfect keywords for your website (Niche related)
- ✓ Keyword Density & Placement
- ✓ Understanding Website Structure for SEO
- ✓ Website Audit & Initial Analysis
- ✓ How to write SEO-friendly content
- ✓ How to implement On-Page SEO with different plugins
- ✓ On-Page SEO checklist
- ✓ How to connect SEO audit tools with website
- ✓ Work on the SEO metrics for the improvements
- ✓ How to Audit On-Page SEO
- ✓ Heading Tag Analysis & Optimization
- ✓ Anchor Text Optimization
- ✓ Internal Linking, External Linking, Inbound Links, Outbound Links
- ✓ On-page SEO Strategies & Roadmap
- ✓ What is Schema Markup?
- ✓ Types of Schemas
- ✓ Implement Schema on WordPress through Plugin
- ✓ How to generate Schema Markup for custom-coded websites
- ✓ What are site links?

- ✓ What are Featured Snippets?
- ✓ What are Rich Snippets?
- ✓ Tools to Audit SEO
- ✓ Competition Analysis (SEO point of view)

Off-Page SEO:

- ✓ What are Backlinks
- ✓ Understanding different types of Backlinks
- ✓ What are No-follow & Do-follow Backlinks
- ✓ Finding Link Building Opportunity
- ✓ How to create Do-follow backlinks
- ✓ Local Business Listing
- ✓ Guest Posting
- ✓ Classified Submission
- ✓ Blog Commenting
- ✓ Business Directory Submission
- ✓ Social Bookmarking
- ✓ Article Submission
- ✓ Images & Video Submission for Link
- ✓ Forum Posting and Its Importance
- ✓ Off-Page SEO Auditing Tools
- ✓ Question & Answer Link Building
- ✓ Social Media in SEO & and Its Importance
- ✓ Review Submission Websites
- ✓ Off-Page Activity Management Sheet & Tools

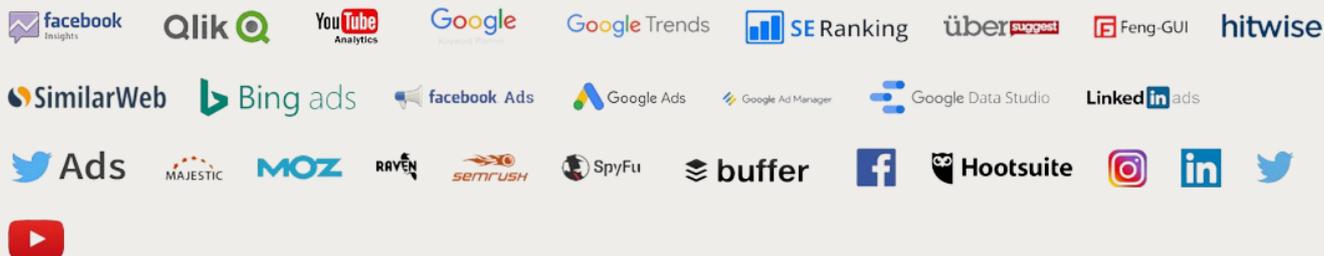
Technical SEO:

- ✓ Technical SEO Checklist
- ✓ Different Tools for Technical SEO Auditing
- ✓ Connect Google Search Console
- ✓ Website Speed Analysis
- ✓ Check Website Structure
- ✓ URL Inspection for Crawling & Indexing Issue
- ✓ Check Mobile Friendliness and usability
- ✓ Analyze Use Experience
- ✓ Work on Canonicalization
- ✓ Sitemaps, Robots.txt files
- ✓ Redirects, Core Web Vitals
- ✓ URL Inspection
- ✓ Breadcrumb Menus
- ✓ SSL & HTTPS Issue
- ✓ Schedule a regular site audit

You will earn a certificate from Microtek Learning after successfully completing this Search Engine Optimization (SEO) Beginners to Advance Training.



Tools Covered



What other learners are saying

Last Week I purchased the SEO Self-Paced training from Microtek Learning. It covers every topic with good examples. My overall experience was great. Definitely recommend!!

Anuja - Bangalore

Today I have completed the Digital Marketing training course. The course material was interesting and well-designed. The trainer was amazing. I enjoyed the training. I will recommend this course to my fellow members.

Allan Sue - New York City

I just purchased the self-paced course, which was very helpful and informative. Thank you to Microtek Learning.

Ashwini - Mumbai

This Digital Marketing course helped me in multiple ways. It got me a new job with a salary increment of 30% and boosted my confidence as a marketing professional.

Satish Jha - Chennai

The course had a well-defined curriculum, nicely laid study material, and incredible video lessons.

Sanchita - Delhi

I highly recommend Microtek Learning to everyone interested in learning Digital Marketing. The course content and customer support are amazing. It's a great e-learning platform.

Jason Lee - United States



Thanks!

Do you have any questions?

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