

# SEO Course Content

## 1. Search Engine Optimization:

- Introduction to SEO
- Why do we need SEO
- SEO objective
- on page & off page Optimization
- statistics
- Page linking
- crawling
- How to increase Traffic
- Adding Keywords
- Tools for SEO
- Competition Analysis
- Black Hat SEO
- White Hat SEO
- Server side Optimization
- Google Algorithm and Updates
- Web position Analysis
- Making our website SEO Friendly