

Module 4: SEO & Website Optimization

Course Outline:

- Introduction to SEO and Search Engines
- Keyword Research and Content Strategy
- On-Page Optimization Techniques
- Off-Page SEO and Link Building
- Technical SEO: Speed, UX, and Mobile Optimization
- Google Analytics and SEO Tools
- SEO Reporting and Continuous Improvement

Learning Outcomes:

- Understand search engine algorithms and ranking factors.
- Conduct keyword research and optimize content effectively.
- Improve website performance through technical SEO.
- Analyze SEO performance using professional tools.