



## ❖ **Go Digital Course Content**

- **SEO Marketing Course Outline**
  
- **What is SEO?**
- **Why SEO is important?**
- **How Google, Bing work?**
- **Modernized SEO**
- **Keywords Research & analysis in SEO**
- **Competitor and industry analysis**
- **Understand the nature of search user**
- **SEO Content Writing**
- **Targeted Audience**
- **A conceptual overview of algorithms**
- **What is the Role of SEO in Digital Marketing?**
- **Organic versus paid search results (differentiate)**
- **How to Approach Your SEO Strategy**
- **Background of SEO and implementation of SEO**
- **SEO on Page Optimization Lesson 1**
- **SEO off Page Optimization Lesson 2**
- **Template validation**
- **Web Pages Speed and loading time optimization**
- **Website SEO Audit & Analysis**
- **SEO Ranking Reports**