



DTA-DMA-102

# SEO Mastery Course

[deerwalktrainingcenter.com](https://deerwalktrainingcenter.com)

# Program Information



## Nature of the Course

Theory + Practical



## Total Hours per Day

2 hours



## Course Duration

5 Weeks

## Course Summary

The SEO MASTERY COURSE is a comprehensive training program designed to equip individuals with the necessary knowledge and skills to excel in Search Engine Optimization (SEO). Learn essential on-page SEO strategies like keyword research, content optimization, and HTML tag mastery. Dive deep into technical SEO fundamentals, image optimization, and URL structures. Explore off-page tactics such as link building, social media engagement, and reputation management. Develop a holistic SEO strategy, analyze performance metrics, and stay ahead with emerging trends.

## Completion Criteria

- After fulfilling all of the following criteria, the student will be deemed to have finished the Module:
- Has attended 90% of all classes held
- Has received an average grade of 80% on all assignments
- Has received an average of 60% in assessments
- The tutor believes the student has grasped all of the concepts and is ready to go on to the second module.

## Required Textbooks

- "Big Data Analytics: Methods and Applications" by S. Srinivasan.
- "Big Data Analytics with R and Hadoop" by Vignesh Prajapati.
- "Big Data Analytics with Spark and Hadoop" by Venkat Ankam

# Course Details



## Week 1

### Comprehensive On-Page SEO Mastery Course

#### Module 1

#### Introduction to On-Page SEO

- Understanding the significance of on-page SEO in website optimization.
  - Overview of key on-page ranking factors.
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#### Module 2

#### Keyword Research and Optimization

- Exploring advanced keyword research techniques.
  - Implementing keyword optimization strategies in various on-page elements.
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#### Module 3

#### Content Optimization

- Creating high-quality, relevant, and user-centric content.
  - Strategies for optimizing content structure, readability, and engagement.
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#### Module 4

#### HTML Tags and Markup

- Mastering HTML tags essential for on-page optimization.
  - Implementing schema markup to enhance search engine visibility
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## Module 5

# Image Optimization

- Optimizing images for improved page load speed and user experience.
  - Understanding alt text optimization and image file optimization techniques.
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## Module 6

# Technical SEO Fundamentals

- Exploring technical aspects of on-page SEO, including site speed optimization and mobile responsiveness.
  - Implementing best practices for website crawlability and indexability.
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## Week 2

## Module 7

# URL Structure and Canonicalization

- Creating SEO-friendly URL structures and optimizing URL parameters.
  - Understanding canonicalization and its role in resolving duplicate content issues.
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## Module 8

# Internal Linking and Navigation

- Developing a comprehensive internal linking strategy to distribute page authority.
  - Optimizing site navigation for improved user experience and search engine crawling.
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## Module 9

# Content Freshness and Updates

- Strategies for maintaining content freshness and relevance.
  - Repurposing existing content and updating outdated pages for better rankings.
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## Module 10

# Advanced HTML Tags and Markup

- Implementing advanced HTML tags such as meta tags, header tags, and open graph tags.
  - Leveraging structured data markup to enhance search results appearance.
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## Module 11

# On-Page SEO Audits

- Conducting in-depth on-page SEO audits using tools like Screaming Frog and SEMrush.
  - Identifying technical issues, content gaps, and optimization opportunities.
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## Module 12

# SEO Content Strategy Development

- Developing a comprehensive SEO content strategy based on keyword research and competitive analysis.
  - Planning content creation, optimization, and promotion initiatives.
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## Week 3

### Module 13

## Page Speed Optimization

- Optimizing page load speed for improved user experience and search engine rankings.
  - Implementing strategies to reduce page load time, such as image optimization and minification
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### Module 14

## User Experience (UX) and On-Page SEO

- Understanding the importance of user experience in on-page SEO.
  - Implementing UX best practices to enhance site performance and engagement.
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### Module 15

## On-Page SEO Reporting and Performance Tracking

- Creating custom on-page SEO reports using tools like Google Analytics and Google Search Console.
  - Tracking key performance metrics and evaluating the effectiveness of on-page optimization efforts.
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# Comprehensive On-Page SEO Mastery Course

## Module 1

### Introduction to Off-Page SEO

- Understanding the role of off-page SEO in improving website authority and ranking.
  - Overview of key off-page ranking factors and their significance.
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## Module 2

### Link Building Strategies

- Exploring advanced link-building techniques, including guest blogging, broken link-building, and outreach.
  - Understanding the importance of quality backlinks and natural link acquisition
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## Module 3

### Social Media Engagement

- Leveraging social media platforms for off-page SEO benefits.
  - Strategies for increasing brand awareness, engagement, and social signals.
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## Module 4

### Online Reputation Management

- Managing online reputation through proactive brand monitoring and reputation-building strategies.
  - Responding to reviews and feedback to maintain a positive brand image.
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## Week 4

### Module 5

## Content Promotion

- Developing a content promotion strategy to amplify reach and increase backlinks.
  - Utilizing content distribution channels, influencer outreach, and content syndication
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### Module 6

## Local SEO Optimization

- Optimizing local business listings and directories for improved local search visibility
  - Implementing local link-building and citation management strategies.
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### Module 7

## Social Bookmarking and web 2.0

- Understanding the role of social bookmarking and Web 2.0 platforms in off-page SEO.
  - Strategies for leveraging these platforms to drive traffic and improve rankings
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### Module 8

## Online Communities and Forums

- Participating in online communities and forums to build authority and generate backlinks.
  - Best practices for engaging with community members and providing valuable contributions
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## Module 9

# Influencer Marketing

- Collaborating with influencers to enhance brand visibility and credibility.
  - Strategies for identifying and partnering with relevant influencers in your industry.
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## Module 10

# Off-Page SEO Analytics and Reporting

- Tracking off-page SEO metrics and performance using tools like Moz and Ahrefs.
  - Analyzing backlink profiles, social signals, and online mentions to measure off-page SEO effectiveness.
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## Week 5

## Module 11

# Competitive Analysis

- Conducting competitive analysis to identify off-page SEO opportunities and threats.
  - Benchmarking against competitors and implementing strategies to outperform them.
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## Module 12

# Off-Page SEO Audits

- Performing comprehensive off-page SEO audits to assess backlink quality, social engagement, and online reputation.
  - Identifying areas for improvement and developing action plans to enhance off-page SEO performance.
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### Module 13

## Off-Page SEO Strategy Development

- Developing a tailored off-page SEO strategy based on business goals, target audience, and competitive landscape.
  - Planning and executing off-page SEO initiatives to achieve long-term success.
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### Module 14

## Reputation Recovery and Crisis Management

- Strategies for managing reputational crises and mitigating negative online content.
  - Rebuilding trust and restoring brand reputation through proactive reputation recovery efforts.
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### Module 15

## Emerging Trends in Off-Page SEO

- Exploring emerging trends and future developments in off-page SEO.
  - Staying updated on industry changes and adapting strategies to maintain competitive advantage.
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# Labs

Lab assignments will focus on the practice and mastery of contents covered in the lectures, and introduce critical and fundamental problem solving techniques to the students.

## Learning Outcomes

- Understanding Search Engine Algorithms and Ranking Factors.
- Proficiency in keyword research and analysis.
- Mastery of On-Page and Off-Page optimization techniques.
- Ability to analyze SEO performance and adapt strategies accordingly



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