



# Search Engine Optimization Syllabus

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Infinite Open Source Solutions LLP, TBI, NIT Campus (PO), Calicut,  
Kerala, India.

Ph: +91 495 228 74 30

[www.ioss.in](http://www.ioss.in)

## Introduction to Digital Marketing

- ✓ Types of Digital Marketing

## More on Internet Marketing

- ✓ Types of Internet marketing

## Search Engine Optimization (SEO)

- ✓ Introduction to SEO
- ✓ Types of Search Engine
- ✓ Basics of Web designing
- ✓ Domain and Web Hosting
- ✓ Page Rank (PR)
- ✓ SERP (Search Engine Result Page)
- ✓ Search Engine Crawler
- ✓ Spider View

## ON SITE OPTIMIZATION

- ✓ Importance of domain age.
- ✓ Selection of keyword or keyword analysis
- ✓ Title optimization
- ✓ Meta tag optimization
- ✓ SEO friendly design
- ✓ Content optimization
- ✓ Image Optimization
- ✓ Anchor text
- ✓ PDF optimization
- ✓ SEO friendly URL
- ✓ Creating site map and its submission
- ✓ Installation of Robt.txt
- ✓ W3C validation
- ✓ Implementation of Canonical
- ✓ Installation of Google analytics code.
- ✓ Submission of site into Google webmaster

## OFF SITE OPTIMIZATION

- ✓ Online Branding
- ✓ Search Engine Submission
- ✓ Back links
- ✓ Blogs
- ✓ Article Submission
- ✓ Directory
- ✓ Do follow comments
- ✓ Free classifieds
- ✓ Forums
- ✓ Press Release
- ✓ Social bookmarking
- ✓ Social Media Optimization (SMO)
- ✓ Video marketing
- ✓ Fetching backlinks from gov and edu sites.
- ✓ White/gray/black SEO methods

## ANALYSIS

- ✓ SERP
- ✓ Hits/Traffic
- ✓ Indexing
- ✓ Ranking
- ✓ More about Google panda update

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