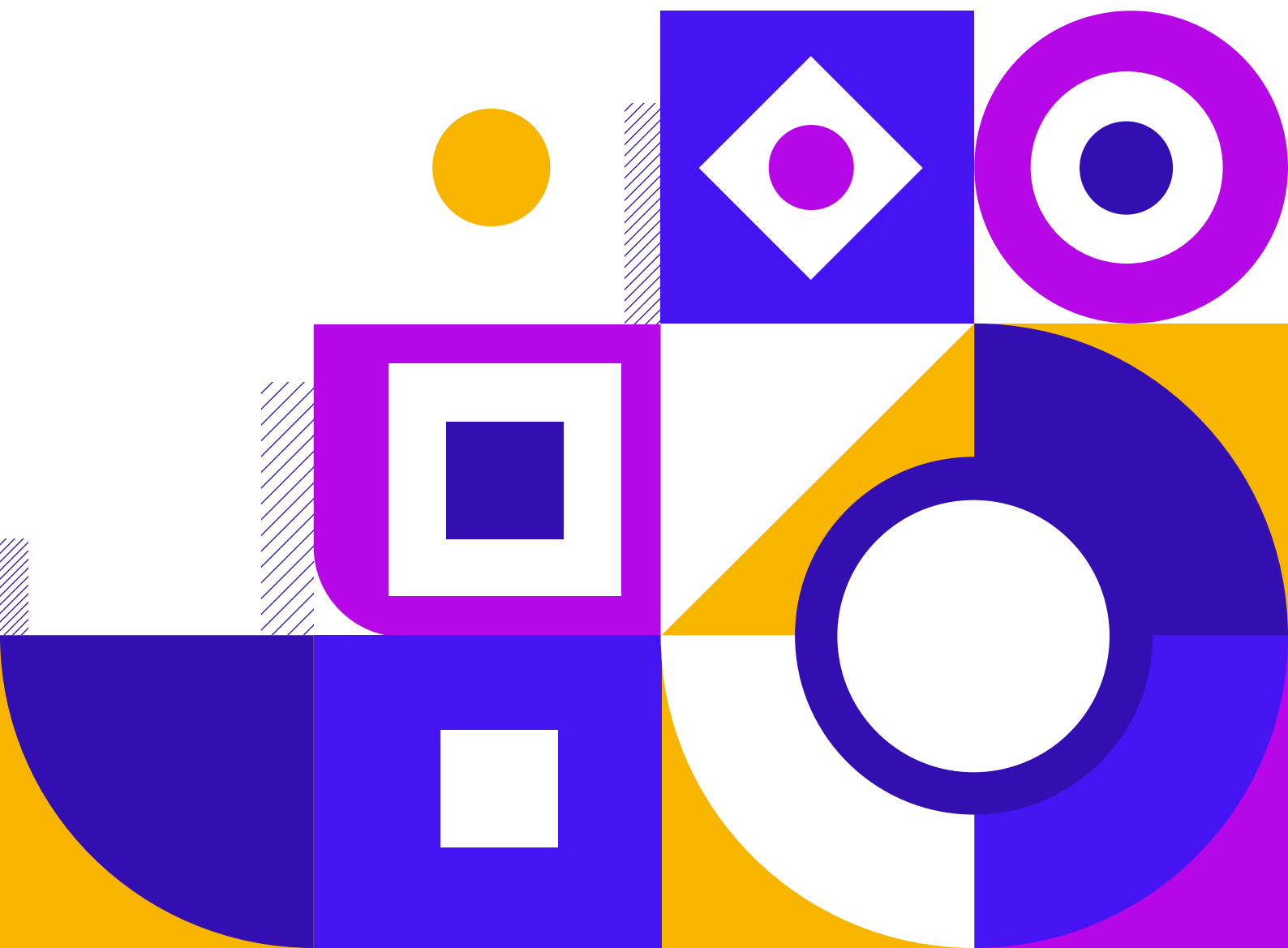




SEO & GOOGLE ADS

# SYLLABUS



# WEEK 1: Intro & Information In-Theory

## DAY 1: INTRODUCTION

- Marketing
- Digital marketing
- Channels
- Organic channels
- Paid channels
- SEO
- GA

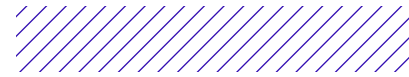
## DAY 2: GOOGLE ADS

- Campaigns
- Search
- GDN
- Shopping
- Video
- App
- Smart
- All Tools
- Structures
- Campaign
- Ad Groups
- Ads
- Pixels
- Conversions
- Bidding types



## DAY 3: HOW SEARCH ENGINES WORK: CRAWLING, INDEXING AND RANKING.

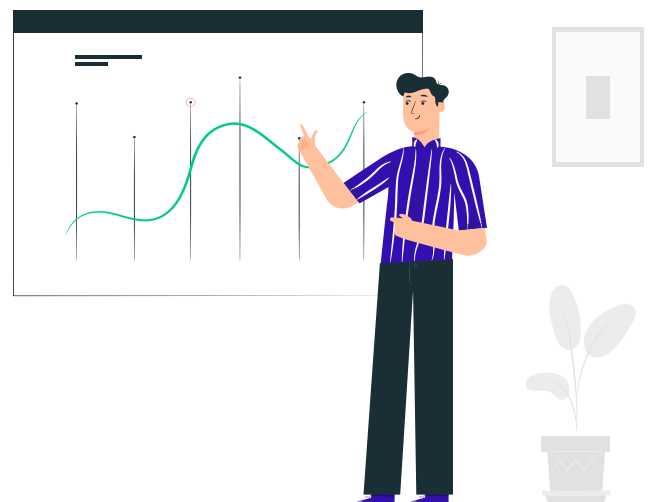
- How do search engines work?
- What is search engine crawling?
- What is search engine index?
- Search engine ranking.
- Crawling.
- Robots.txt.
- Defining URL parameters in GSC.
- Common navigation mistakes.
- 4xx and 5xx Codes.
- Indexing.
- X-Robots-Tag.
- Ranking: How do search engines rank URLs?
- The role links play in SEO.
- What is RankBrain?
- Engagement metrics: correlation, causation or both?



## WEEK 2: Strategies & Website

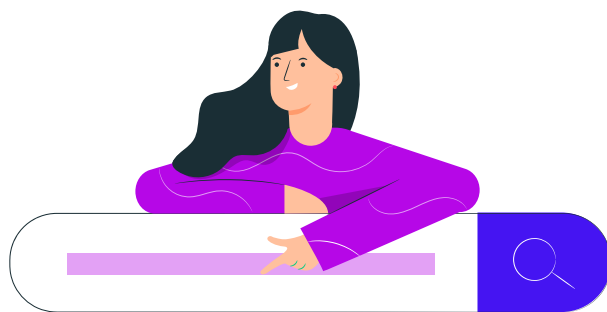
### DAY 4: STRATEGIES

- Goals
- Channels
- Keyword research
- SEO
- GA
- Buyers' journey
- How and when to target searchers



## DAY 5: WEBSITE CREATION

- Niche selecting
- Create the website



## DAY 6: ON-PAGE & TECHNICAL SEO

- Applying your keyword research.
- Low-value tactics to avoid.
- Thin content. Duplicate content.
- Keywords. Keyword stuffing.
- Heading Tags (H1, H2, H3), Title Tag & Meta Tags Creation.
- Internal links. Link accessibility.
- Anchor text. Alt and Title Text.
- Redirection.
- Formatting for readability & featured snippets.
- Meta descriptions.
- What makes an effective title tag?
- URL structure: Naming and organizing your pages.
- Static URLs. Keywords in URL.
- How websites work.
- Setting up a website.
- HTML: What a website says.
- CSS: How a website looks.
- JavaScript: How a website behaves.
- Client-side rendering vs server-side rendering.



# **WEEK 3: Implementation (GA Campaign & SEO)**

## **Day 7: 1st GA Campaign**

- Creating a search campaign

## **DAY 8: CAMPAIGN OPTIMIZATION**

- Campaign review
- Data collection
- Keywords review
- A/B test results
- Negative keywords
- Optimization

## **DAY 9: LINK BUILDING & ESTABLISHING AUTHORITY**

- Introduction to Link Building.
- Internal and External Link Building.
- E-A-T and links to your site.
- Followed vs nofollowed links.
- Social Bookmarking.
- Blog Submission and Creation.
- Broken or Dead Links (Check and Correction).
- Link building don'ts & things to avoid.
- How to build high-quality backlinks.
- Measuring and improving your link efforts.
- Beyond links.

# WEEK 4: Implementation (GA Campaign & SEO)

## DAY 10: SEO EXECUTION

- Goal setting tips.
- Measuring. Engagement metrics. Conversion rate.
- Pages per visit. Bounce rate. Scroll depth. Search traffic.
- Using google analytics to uncover traffic insights.
- Domain Authority & Page Authority (DA / PA).
- Number of backlinks.
- How to track these metrics.
- Crawlability.
- Indexed pages.
- Prioritizing your SEO fixes.
- SEO planning & execution.

## DAY 11: ALL GA CAMPAIGNS & SEO STRATEGIES

- Different SEO strategies and analysis
- GDN
- APP
- Conversions

## DAY 12: FINALIZING

