LINUX PATHSHALA

Industrial Attachment Program
In
Basic Web Design & Search Engine Optimization (SEO)
Course Outline

Part 01: Web Design
1. What is web design & why it is important?
2. Recognize and understand HTML web page elements
3. Know how to write HTML code
4. Understand and apply effective web design principles
5. Enhance web pages using text formatting, color, graphics, images, and multimedia
6. Incorporate forms into web pages
7. Understand and apply CSS to format web page elements
8. Understand and apply JavaScript to format web page elements
9. Plan, design, and publish a multi-page website

Part 02: Search Engine Optimization (SEO)

10. Lesson 01: What is SEO
    ➢ Define SEO
    ➢ Why is SEO important?
    ➢ How do people find your website?
    ➢ How do search engines find your website?
    ➢ What does Google measure?

11. Lesson 02: Key terms and concepts
    ➢ PageRank
    ➢ On-Page SEO vs Off-Page SEO
    ➢ On-Page SEO ranking
    ➢ Nested internal links
    ➢ Keywords

12. Lesson 03: Implementing SEO on your site
    ➢ Writing for keywords
    ➢ SEO for IMAGES
    ➢ Off-Page ranking
    ➢ Public consumption counts

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➢ How to get good links
13. Lesson 04: Common mistakes to avoid (and some of the voodoo made simple)
   ➢ Things to avoid in linking
   ➢ How to measure your site's popularity
   ➢ Duplicate content
   ➢ Canonical hierarchy
   ➢ Competitive content

14. Lesson 05: Back Linking and Search Engine Marketing (SEM)
   ➢ Blogging
   ➢ Article marketing
   ➢ Google AdWords
   ➢ Google AdSense
   ➢ Security
   ➢ Latest industry news
   ➢ Free form site analysis

15. Lesson 06: Competitive Analysis & Outsourcing
   ➢ Collaboration
   ➢ Discussion
   ➢ And 'what about my site'
   ➢ When to outsource
   ➢ What to outsource
   ➢ Selecting the right SEO provider

Outcomes:
   o Basic Concept of Web Design with HTML5, CSS & JavaScript
   o Know why SEO is important
   o Understand the key terms & concepts
   o Implement effective back-linking & search engine marketing plans
   o Learn the difference between on-page SEO and off-page SEO
   o Learn how to optimize images and videos
   o Understand how to conduct keyword research & analysis
   o Learn best practice techniques for creating written content
   o Understand common mistakes and how to avoid making them
   o Understand how to reverse engineer competitor back-linking strategies
   o Learn how to outsource SEO services and how to find the right partner