



H.A IT SOFT TECHNOLOGIES & COMPUTER COLLEGE

SEO (SEARCH ENGINE OPTIMIZATION)



SEO BASICS & WEBSITE UNDERSTANDING

- Introduction to **Search Engine Optimization**
- How Search Engines Work (Google Algorithm Basics)
- Types of SEO (On-Page, Off-Page, Technical SEO)
- Website Structure & Basics of **WordPress**
- Keyword Research Fundamentals
- Understanding Search Intent
- SEO Tools Introduction (Google Search Console, Analytics)



ON-PAGE & TECHNICAL SEO

- On-Page SEO Optimization
- Title Tags, Meta Descriptions & Headings
- Content Optimization Techniques
- Internal Linking & URL Structure
- Image Optimization & Alt Tags
- Technical SEO Basics
- Website Speed Optimization
- Mobile-Friendly Optimization



OFF-PAGE SEO & FREELANCING

- Off-Page SEO Techniques
- Backlink Building Strategies
- Guest Posting Basics
- Local SEO Introduction
- Competitor Analysis
- SEO Reporting & Analytics
- Freelancing SEO Services
- Client Handling & Project Management
- Earning from SEO Services



FINAL PROJECTS

- Complete Website SEO Optimization
- Keyword Research & Ranking Strategy Report
- Backlink Building Campaign



SKILLS YOU WILL LEARN

- Complete SEO Strategy
- Website Ranking Techniques
- Content Optimization
- Backlink Building
- Freelancing & Digital Marketing Skills