

LEAD ACADEMY
Recorded Course Name: SEO Masterclass 2021

Trainer: Md. Golam Mostofa (Imon)
Google, YouTube & Hubspot Certified

1st Class: Search Engine Optimization Overview (Video Upload Complete)

- What is Search Engine Optimization (SEO)?
- Career Opportunities in SEO

2nd Class: Keyword Research (Video Upload Complete)

- Why is Keyword research important?
- Keyword Types.
- Using Google AdWords / Keyword Planner, Google Trends & necessary tools for keyword research.

3rd Class: Competitor Analysis (Video Upload Complete)

- Spy on competitors' organic keywords.
- Keyword Gap Analysis
- No-Follow / Do-Follow diversification.
- Anchor Text Diversity.

4th Class: Website Audit (Video Upload Complete)

- SEO Manual Audit.
- SEO Tool Audit.

5th Class: On-site Optimization (Video Upload Complete)

- WordPress Install & Configure with Domain hosting ideas.
- Site-map creation & configuration.
- Robots.txt set up with Search Console verification.

6th Class: On-page Optimization: (Video Upload Complete)

- Heading, Title, Description – tag optimization.
- Url setup.
- Keyword Placement.
- Keyword density.
- Alt Tag
- Content (Text / Image / Video) optimization.
- Proper Internal Linking.

7th Class: Off page SEO: Link Building / Link Earning (Video Upload Complete)

- What types of backlinks are valuable now?
- Guest Post Backlink
- Haro Backlink
- Resource page & Broken Link

8th Class: Google Ranking Algorithmic Update (Video Upload Complete)

- Link Spam Update
- Product Review
- EAT

9th Class: Webmaster Tool / Search Console (Ex.-Google) (Video Upload Complete)

- Search console dashboard details.

10th Class: Google Ranking Factors (Video Upload Complete)

- Domain Level Ranking Factors.
- Site Level Ranking Factors
- Page Level Ranking Factors