

National Academy for Computer Training And Research
(NACTAR)

Bogra

Proposed Syllabus on
Professional Freelancing
(Search Engine Optimization-SEO,
Social Media Marketing -SMM)

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Number of working day : 40,

Class Duration : 3hour/per day,

Total Hour = 120 hour

The Search Engine Optimization (SEO) Course is a beginner level course. One will get all the conceptual ideas to prepare the website with SEO. Course will be completed with Practical + Theory Session.

Objective:

- Anyone who wants to learn the process of getting a higher rank in Google and how to keep hold the position.
- Web designer who needs to know how to make a website search engine user friendly.
- Copywriters who need to learn how to write content for search engines & for users/visitors/readers.
- Individuals who want to learn SEO for their own knowledge.
- New employees who need training on SEO to help their company grow online.

Technical Skill: Must have the fluent operating skill of Computer.

- Must have the skill to use internet.
- Academic: HSC or Equivalent Certificate.

Course Outline

SL	Topic	Hour
1	Fundamentals of Internet & Computer	3 hours
2	Brief on Outsourcing	3 hours
3	Search Engine Optimization and classification	3 hours
4	Marketplace Profile Creation and apply Payoneer Master card	6 hours

5	<p>Keyword Research:</p> <ul style="list-style-type: none"> Keyword Research and Selection Optimize Keywords in Anchor Text Optimize Keyword Density Keyword Density calculation formula and checking tool Text Modifiers to Emphasize Keywords Discussion on LSI & LTK Keywords Keyword Research Tips & Ideas Using Google Insights for Search and Google Trends for Keyword Research 	6 hours
6	<p>Making Blog Site:</p> <ul style="list-style-type: none"> Make a blog using blogger.com Make a blog using wordpress.com Maintenance Branding Website planning & Site Structure 	12 hours
7	<p>Setting up site/blog using WordPress:</p> <ul style="list-style-type: none"> Domain pointing to hosting server Add domain on cPanel using "Addon Domain" Installing WordPress Uploading and installing Themes Installing important WP plugins How to publish an optimized article in Wordpress How to manage WordPress SEO plugin when publishing article 	6 hours
8	<p>On-Page Optimization Title Tag Optimization:</p> <ul style="list-style-type: none"> Optimize Keywords in Title Tag Knowing the latest updates <p>Meta Description:</p>	9 hours

	<p>Meta Tag Checker</p> <p>Optimize Keywords in Description Meta Tag</p> <p>Meta Keywords:</p> <p>Knowing Meta Keyword Tag</p> <p>Importance of MKT from SE perspective</p> <p>Heading Tags:</p> <p>Optimize Keywords in Heading Tags</p> <p>Image ALT tag:</p> <p>Complete image optimization techniques & guidelines</p>	
9	<p>Internal Links:</p> <p>Internal Link</p> <p>Internal Linking Important</p> <p>Examples of good Internal Linking practices</p> <p>Tips on Internal Linking</p> <p>Applying Internal Linking practice in blog</p> <p>URL Structure:</p> <p>Search Engine friendly URL optimization</p> <p>EMD or Keyword Rich Domain</p> <p>Domains with dash/hyphen</p> <p>Importance and value of Domain extension</p> <p>Domain length issue</p> <p>Optimize Keywords in Permalink Sitemap Submission & Robots.txt</p> <p>Google Search Console:</p> <p>Setting up Google Search Console</p> <p>Content Optimization:</p> <p>Setting up optimized Blog Post Title</p> <p>Titles Make Difference to SERPs</p> <p>Writing Purposeful Post Titles</p> <p>Make Descriptive Post Titles</p>	12 hours

	<p>Use synonyms to make post Title unique from others</p> <p>Word limit for an optimized Blog Post</p> <p>Reducing Bounce Rate of Blog</p> <p>Checking duplicate content using tools</p> <p>Clever post title ideas</p>	
10	<p>Setting up site/blog using WordPress:</p> <p>Domain pointing to hosting server</p> <p>Add domain on cPanel using "Addon Domain"</p> <p>Installing WordPress</p> <p>Uploading and installing Themes</p> <p>Installing important WP plugins</p> <p>How to publish an optimized article in Wordpress</p> <p>How to manage WordPress SEO plugin when publishing article</p>	6 hours
11	<p>Off-Page Optimization:</p> <p>Directory submission ,</p> <p>Social Bookmarking ,</p> <p>Image Search,</p> <p>Guest Posting/Blogging ,</p> <p>Forum Posting ,</p> <p>Blog Comment Posting ,</p> <p>Article Submission ,</p> <p>The concept of Dofollow/ Nofollow Backlinks ,</p> <p>Yahoo Answers,</p> <p>Link Wheel,</p> <p>Web 2.0,</p> <p>Tiered link building process,</p> <p>Infographic Backlink,</p> <p>Video Promotion, and other form of backlink process effective now a days.</p>	33 hours

12	<p>Social Networking Sites:</p> <ul style="list-style-type: none"> Facebook (Account) Facebook (Like Page, Group) LinkedIn Twitter Google+ Instagram Pinterest 	15 hours
13	<p>Tools, Add-On's & Extensions: Discussion on different SEO Tools:</p> <ul style="list-style-type: none"> Backlink checker tools, techniques and counts Checking the Backlink of a site/link StatCounter & other web analysis tools SEO Power Suite <p>Backlink age, authority, popularity: Discussion on Backlinks:</p> <ul style="list-style-type: none"> Backlink age Backlink authority Backlink popularity How to get high quality backlinks <p>Course Review</p>	6 hours
Total =		120 hours