

# SEO COURSE OUT LINE



## WHAT IS SEARCH ENGINE OPTIMIZATION?

- DEFINITION
- GLOSSARY
- SEARCH ENGINES AND DIRECTORIES
- HOW SEARCH ENGINES WORK
- CRAWLERS, ROBOTS, SPIDERS
- ALGORITHMS
- SEARCH ENGINE INDEXING
- RANKING
- DIRECTORIES
- WEBSITE ARCHITECTURE
- STATIC PAGES
- DYNAMIC PAGES

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## How TO BE SEARCH ENGINE FRIENDLY?

- MANAGING SPIDERS/ROBOTS
- CRAWLABILITY
- REWRITING PAGES
- SUBDOMAINS
- THEME PYRAMIDS
- USEFUL LINKS
- GUESSING THE GOOGLE ALGORITHM
- CHECKLIST
- PAGERANK CHECKLIST
- REALITY CHECK
- WEBSITE COMMENTS
- SOCIAL SHARING

- Concise content and readability
- Improve Navigation
- Speed Up Your Site

## ON-SITE WEBSPAM FACTORS

- SITE OVER OPTIMIZATION
- META TAG SPAMMING
- POPUPS OF DISTRACTING ADS
- PAGE OVER OPTIMIZATION
- ADS ABOVE THE FLOD
- HIDING AFFILATE LINKS
- AFFILIATE SITES
- AUTOGENERATED CONTENT
- IP ADDRESS FLAGGED AS SPAM (WOORANK)
- REDIRECTS
- PANDA PENALTY

## OFF PAGE WEBSPAM FACTORS

- UNNATURAL INFLUX OF LINKS
- LINK PROFILE WITH HIGH % OF LOW QUALITY LINKS
- LINKING DOMAIN RELEVANCY
- UNNATURAL LINKS WARNING
- LINKS FROM THE SAME CLASS IP
- POSION ANCHOR TEXT
- GOOGLE DANCE
- DISAVOW TOOL

## WEBMASTER TOOL

- The Best Not-Provided Alternative for Keyword Data
- Monitor Your Site's Link Profile
- Recover Your Site Using The Disavow Tool
- Identify Broken Pages on Your Site

# GOOGLE ANALYTIC

## Audience Characteristics and Behavior

- Audience Data & Reporting
- Browser / OS
- Custom Dimensions
- Mobile Traffic
- Social Reports
- Traffic Sources

# KEYWORD RESEARCH

- KEYWORD RESEARCH FREE TOOLS
- TYPES OF KEYWORDS

## SE-SPECIFIC RANKING

- RANKING INDICATORS
- GOOGLE TOOLBAR PAGERANK
- GOOGLE DIRECTORY PR
- YAHOO WEBRANK
- ALEXA RANKING
- IMAGES
- IMAGES alt tags
- LINK TO HOME PAGE
- NO FOLLOW LINKS

# DOMAIN FACTORS

- DOMAIN AGE
- KEYWORD APPEARED IN TOP LEVEL DOMAIN
- KEYWORD AS FIRST WORK DOMAIN
- DOMAIN REGISTRATION Time
- EXACT MATCH DOMAIN
- PUBLIC VS PRIVATE WHOIS
- PENALIZED WHO IS OWNER

## PAGE-LEVEL FACTORS

- KEYWORD IN TITLE TAG
- TITLE TAG STARTS WITH KEYWORD
- KEYWORD IN DESCRIPTION
- CONTENT LENGTH
- KEYWORD DENSITY
- KEYWORD IN CONTENT
- DUPLICATED CONTENT
- REL-CANONICAL URL
- PAGE LOADING SPEED
- IMAGE OPTIMIZATION
- KEYWORDS IN H1, H2 AND H3
- OUTBOND LINK THEME
- GRAMMAR AND SPELLING
- NUMBER OF OUTBOUND LINKS
- MULTIMEDIA
- NUMBER OF INTERNAL LINKS POSTING TO PAGE
- QUALITY OF INTERNAL LINKS POINTING TO PAGE
- BROKEN LINKS
- READING LEVEL
- HTML ERRORS WC3 WALIDATION
- PAGE HOSTS DOMAIN AUTHORITY
- PAGE RANK
- URL LENGTH
- URL PATH
- PAGE CATEGORY
- WORDPRESS TAGS
- KEYWORD IN URL
- PRIORITY OF PAGE IN SITEMAP
- TOO MANY OUTBOND LINKS
- QUANTITY OF OTHER KEYWORDS PAGE RANKS
- PAGE AGE
- USER FRIENDLY LAYOUT

## SITE-LEVEL FACTORS

- CONTACT US PAGE
- DOMAIN TRUST
- SITE ARCHITECTURE
- SITE UPDATES ON DAILY , WEEKLY OR MONTHLY
- NUMBER OF PAGES
- SERVER LOCATION
- SSL CERTIFICATE (ECOMMERCE SITE) (DEVELOPMENT)
- TERMS OF SERVICES AND PRIVACY PAGES
- DUPLICATE CONTENT ON-SITE
- BREADCRUMB NAVIGATION
- MOBILE OPTIMIZED
- YOUTUBE
- SITE USABILITY
- USE OF GOOGLE ANALYTICS AND GOOGLE WEBMASTER TOOLS
- USER REVIEW / SITE REPUTATION

## BACKLINK FACTORS

- LINKING DOMAIN
- INTERNAL PAGES LINKING
- OFF LINKING PAGES
- ALT TAG
- LINKS FROM .EDU OR GOV DOMAINS
- PR OF LINKING PAGE
- AUTHORITY OF LINKING DOMAIN
- LINKS FROM COMPETITORS
- SOCIAL SHARES OF REFERRING PAGES
- LINK TO HOMEPAGE DOMAIN THAT PAGE SITES ON
- NO FOLLOW LINKS
- DIVERSITY OF LINK TYPES

## SOCIAL SIGNALS

- NUMBER OF TWEETS
- AUTHORITY OF TWITTER USERS ACCOUNTS
- NUMBER OF FACEBOOK LIKES
- FACEBOOK SHARES
- AUTHORITY OF FACEBOOK USER ACCOUNTS:
- PINTEREST PINS
- VOTES ON SOCIAL SHARING SITES
- NUMBER OF GOOGLE+1
- AUTHORITY OF GOOGLE USER ACCOUNTS
- SOCIAL SIGNAL RELEVANCY

## BRAND SIGNALS

- BRAND NAME ANCHOR TEXT
- BRANDED SEARCHES
- SITE HAS FACEBOOK PAGE AND LIKES
- SITE HAS TWITTER PROFILE WITH FOLLOWERS
- OFFICIAL LINKEDIN COMPANY PAGE
- BRAND MENTIONS ON NEWS SITES



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