

Search Engine Optimization Part 1

Learning Objectives

- Understanding SEO
- Using On-Page Best Practices
- Applying Keyword Research
- Improving Competitive Analytics

Search Engine Optimization Part 2

Learning Objectives

- All about Design & Architecture
- Site Optimization & Best Practices
- Significance of SEO Tracking
- Knowing Link-Building

Search Engine Optimization Part 3

Learning Objectives

- SEO Site Audits
- SEO for Local Search
- Learning SEO Algorithm Updates
- SEO Tools
- Looking Ahead with the SEO Career Path