

WarriorsBD | BTEB Program | SEO Training Outline

Class: 01 | Fundamental of SEO

- What is Search Engine
- How Search Engine Works
- Types of Search Engines
- What is Search Engine Optimization
- What is Google Algorithm & How it Works
- What is Bing & How it Works
- SEO Career Opportunities

Class: 02 & 03 | Niche Research

- What is Niche, Niche Area, Child Niche, Niche Area
- Niche vs. Micro Niche, Which is the best?
- Why you should find & Choose a profitable niche and its importance
- What are the most trending & profitable niches
- What is SV, KD & CPC
- How to Find Profitable Niche
- How to Find Niche for Blog & Amazon Affiliate

Class: 04 & 05 | Keyword Research

- What is Keyword
- Why you should find & Choose profitable keywords & it's the importance
- What are the most essential tools & their usage
- Factors to Choose a Keyword
- How to analyze competitors
- Explore competitors

- How to research profitable & low Competitive keywords
- KGR – Keyword Golden Ratio
- Finalize Keywords Manually

Class 06 | Keyword for Blog & Affiliate Marketing

- How to find Keywords for a Blog Website
- How to find Keywords for an Amazon Affiliate Website
- How to find Single Product Keywords
- How to Find Product Review Keywords
- How to find Low Competitive Keywords from Reddit & Quora
- How to expand your site with perfect keywords

Class 07 | WebSite Setup

- What is Domain & Hosting
- Premium Domain Extensions & Find a Perfect Domain Name
- What is Hosting Server
- What is cPanel?
- Domain & cPanel Dashboard Overview
- How to integrate domain & hosting
- What is Addon Domain & Subdomain
- What is SSL & its importance
- How to create a Business email
- Integrate Business mail with Gmail

Class 08 | WordPress Design

- What is Content Management System[CMS]
- What is WordPress?
- Why is WordPress Important?
- WordPress.com vs. WordPress.org

- What is WordPress Themes & Plugins
- Premium Themes & Plugins vs. Free Themes & Plugins
- How to choose the best theme
- Install WordPress Site from cPanel
- Install & Setup All of the Essential Plugins

Class 09 | Design a Blog Website

- What is a Blog Site?
- What Do You Need to Design a Blog Site?
- Design a Professional Blog

Class 10 | Design a Portfolio Site

- Do You Need a Portfolio Site?
- How Can a Portfolio Site Help You?
- Start Building a Portfolio Site

Class 11 | Design a Business Site

- Can You Provide a Website Design Service?
- What Do You Need from Your Clients to Get Started?
- Building a Stunning Business or Company Site

Class 12 & 13 | Design an eCommerce Site

- What is eCommerce Site
- eCommerce Website Creation
- Woo-commerce Setup
- Multi-vendor eCommerce
- Product Upload
- Payment Gateway Setup

Class 14 | Additional Setup, Speed Optimization & Backup

- AMP Setup

- Website Speed Optimization
- Mandatory Page Creation Guide
- Create an “About Us” Page for Your Site
- Create a “Contact Me/Us” Page w/ WPForms
- Create a “Privacy Policy” Page
- Create an “Affiliate Disclosure” Page (optional)

Class 15 | Fundamentals of Content Writing

- Mindset
- What is Content
- Types of Content
- What is Content Writing
- Types of Content Writing
- Blog Writing
- Web Content Writing
- Copywriting
- Ghost Writing
- Email Writing
- Script Writing
- Social Media Writing
- Creative Writing
- Technical Writing
- Academic Writing
- What is Content Marketing
- Content Writer Requirement & Basic Skill
- Content Writer’s Portfolio
- Content Writing Scopes

- Alternative Career

Class 16 | Content Writing

- Basic Grammatical Rules for Content Writing
- Guideline to Improve Writing Skills.

Class 17 | Copywriting Masterclass

- What is Copywriting
- Importance of Copywriting
- Copywriting vs. Content Writing
- How to do Copywriting
- Most Popular & Effective Copywriting Model
- What is AIDA Model
- Copywriting using AIDA Model
- What is Social Media Copywriting & AdCopy
- Why AdCopy is important for Social Media Marketing
- AdCopy vs. Copywriting
- Copywriting Tips & Secrets
- Best & Effective Copywriting Format
- Copywriting Scopes & Opportunities.

Class 18 | Content Creation & Planning

- Content Writing/Creation Steps
- Content Scraping
- Competitor Analysis
- Content Planning & Structure
- Create an Optimized Structure with Frase.io/WriterZen
- Paraphrasing
- How to Write a Simple Article

Class 19 | SEO friendly Content Writing Elements

- Why SEO Important for Content Writers
- Importance of a Catchy title
- How to choose a catchy title
- What is Focus Keyword & LSI Keyword
- Importance of Focus Keyword & LSI Keyword
- How to place Focus Keyword & LSI Keyword
- What is Keyword Density, Keyword Stuffing & Keyword Prominence
- What is Meta Description & how to write

Class 20 | Amazon Affiliate Content [Live Project]

- What is Affiliate Marketing
- Types of Amazon Affiliate Content
- Informative Article
- Amazon Product listing
- Product Review Article Structure
- How to write a product review article

Class 21 | Optimization, Proofreading & Content Audit

- SEO Friendly Content Writing Requirements
- Optimizing Content with Surfer SEO
- User-friendly Content
- Engaging Content
- How to increase Readability Score
- ProofReading
- Content Audit
- How to Check Grammar
- How to check plagiarism

- Rewriting
- Content Ranking Factors

Class 22 | Image Content & Optimization

- Why is image important for writers
- Copyright image vs. copyright-free image.
- Various sources for copyright-free images.
- Use Canva for a copyright-free image
- How to optimize an image
- How to do image SEO

Class 23 | Content Publish & WordPress SEO

- Types of WordPress SEO Plugin
- WordPress SEO plugin setup
- Generate Robot.txt
- Content On-page
- Publish Content

Class 24 | On-Page SEO

- What is On-page SEO
- Importance of On-page SEO
- On-page SEO Requirements
- How to do on-page SEO
- What is the Internal & External link
- What is the Inbound & Outbound link
- On-Page SEO for Info Article
- On-Page SEO for Review Article

Class 25 | Search Engine, Sitemap & Indexing

- What is Google Search Console

- Advantages & Why You Should Use Google Search Console
- Generate Sitemap.xml
- Submit Sitemap On Google Search Console
- Google Search Console Setup & overview
- How to take Google Search Console access from Buyer
- Bing Search Engine Account Creation & Overview
- Submit Sitemap On Bing
- How to take Bing access from Buyer

Class 26 | Google Analytics Integration

- What is Google Analytics
- Advantages & Why You Should Use Google Analytics
- How to create Google Analytics Account
- Google Analytics Account Structure & Overview
- Google Analytics Integration & Configuration on WordPress Website
- How to take Google Analytics access from Buyer
- Google AdSense Integration & Configuration

Class 27 | Google Tag Manager [GTM]

- What is Google Tag Manager
- Advantages & Why You Should Use GTM
- GTM Account Structure | Components (Tag-Trigger-Variable)
- How to create GTM Account
- Multiple Containers
- Install GTM on WordPress Website
- How to take GTM access from Buyer
- Difference between GTM & Google Analytics

Class 28 | Google Adsense

- What is Google Adsense
- Advantages & Why You Should Use Google Adsense
- Create Google Adsense Account
- Google Adsense Integration on WordPress Website
- Apply for Google Adsense
- Google Adsense Account Dashboard Overview
- Set Ads Automatically & Manually
- Why Ad Limits & How to solve

Class 29 | Amazon Affiliate Marketing

- Create Amazon Associate Account
- Amazon Associate Account Overview
- Generate Affiliate Links
- Affiliate Link Placement on Article
- Amazon Do follow backlink Strategy
- Boost your Amazon Sale & Affiliate Commission

Class 30 | Schema Markup

- What is Schema & How to Setup
- What is JSON schema markup?
- Profile Schema
- Article Schema
- Company/About Schema

Class 31 | Off-Page SEO

- What is off-page SEO
- Importance of off-page SEO
- What is backlink

- Types of Backlinks
- Do follow, Nofollow & Sponsor Backlink
- What is the appropriate time for doing backlinks
- What are the most effective backlinks

Class 32 | Social Bookmarking

- What is Social Bookmarking
- Benefits of Social Bookmarking
- Top sites for Social Bookmarking
- Social Bookmarking Account Creation
- Social Bookmarking

Class 33 | Profile Backlinks

- What is Profile Backlinks
- Top sites for Profile Backlinks
- Benefits of Profile Backlinks
- Profile Backlinks Account Creation
- Profile Backlinks

Class 34 | Web 2.0 Backlinks

- What is Web 2.0 Backlinks
- Top sites for Web 2.0 Backlinks
- Benefits of Web 2.0 Backlinks
- Web 2.0 Backlinks Account Creation
- Web 2.0 Content
- Web 2.0 Backlinks

Class 35 | Blog Comment Backlinks

- What is Blog Comment Backlinks
- Find Top sites for Blog Comment Backlinks

- Benefits of Blog Comment Backlinks
- Blog Comment Backlinks

Class 36 | Forum Submission

- What is Forum Submission
- Top sites for Forum Submission
- Benefits of Forum Submission
- Forum Submission Account Creation
- Forum Submission

Class 37 | Guest Posting

- Find Guest Posting Websites
- Top sites for Guest Posting
- Reach & Communication
- Guest Posting Content
- Guest Posting]Do follow backlink]

Class 38-40 | Technical SEO Audit

- What is Technical SEO
- Ahrefs Integration & Configuration
- Reasons Of Losing Indexed Pages
- Check Crawling and indexing Issue
- HTTPS, 404 Errors, Navigation
- Breadcrumbs
- Mobile-Friendly Test
- Mastering Duplicate Content Issue
- Canonical URL's
- Broken links optimizations
- Spam Backlinks

- Disavow Bad Links
- Core Web Vitals
- Penalty Removal
- Increasing the site crawl rate.

Class 41 | eCommerce SEO

- What is eCommerce SEO
- Keyword Research
- Product Title & Description SEO
- eCommerce Website Optimization

Class 42 | Local SEO

- What is local SEO?
- Difference between Local and global SEO
- Local SEO fundamental
- Importance Of Local SEO
- Local SEO for Business
- Google Algorithm Update

Class 43 & 44 | Google My Business

- What is Google My Business
- GMB Policy
- Ranking Factor in 2022
- Keyword Research
- Competitor Analysis
- What is NAP
- Important of NAP
- How to Create & Verify Google My Business
- Single, Multiple & Manual Verification

Class 45 | GMB Optimization

- Post, Offer & Event Creation & Optimization
- Default Website Setup
- Heading Tag, Title, Meta & URL Optimization
- Image Optimization
- Content Optimization
- GMB On-page SEO

Class 46 | GMB Schema Markup

- What is schema?
- Impact of schema
- How to use schema markup in WordPress in local business
- Sitelink search box
- GMB Quality Issues
- GMB Suspension Site
- GMB Support, Flag & Report

Class 47: Local SEO Backlinks Strategies

- Backlinks strategies for local SEO
- What is Local Citation?
- How to do local citation backlinks for local business
- Business Profile backlinks
- Resource finding for local citation

Class 48 | Wikipedia Page Creation | Q&A

- Wikipedia page
- Content Idea
- Notability
- Final Q&A Session