

SEO Content Development

Add visibility to your content!

Session 1: Introduction & Concept Of SEO

Introduction

1. A brief on assignments and training schedule.
2. Introduction to content industry and concept of content.

Concept of SEO

1. What is Search Engine Optimization (SEO).
2. Types of SEO.
3. Benefits of SEO.
4. Expectations from SEO content developer.
5. Assignment

Session 2: SEO Content

1. Discussion on submitted assignment and solutions to the queries based on last session.
2. What is SEO content and its role?
3. Techniques of developing a SEO content.
4. Key elements to be kept in mind while developing SEO content.
5. Role of keywords in SEO content. What should be the density of keywords in content?
6. How to decide a keyword for content.
7. What are meta descriptions and meta tags?
8. What is plagiarism and spinning?
9. Assignment

Session 3: Editing & Important Tools

1. Discussion on submitted assignment and solutions to the queries based on last session.
2. How to edit and create a final draft?
3. Benefits of creating SEO-friendly web content.
4. Tools for creating imagery content.
5. Tools to get copyright free images.
6. Tools to keep a check on unethical practices like plagiarism, spinning etc.
7. Softwares for creating video and audio content.

Note: Use of tools and softwares will not be covered in the session.

So, let's learn together!

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