**Syllabus on**

**Professional Freelancing**

**(Search Engine Optimization-SEO, Social Media Marketing SMM)**

**National Academy for Computer Training And Research (NACTAR), Bogra**

**Syllabus on Professional Freelancing**

**(Search Engine Optimization-SEO, Social Media Marketing SMM)**

**Number of working day : 40**

**Class Duration : 3hour/per day.**

**Total Hour = 120 hours**

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**

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| **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** | **Keyword Research:**  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** | **Making Blog Site:**  Make a blog using blogger.com  Make a blog using wordpress.com  Maintenance  Branding  Website planning & Site Structure | 12 hours |
| **7** | **Setting up site/blog using WordPress:**  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** | **On-Page Optimization Title Tag Optimization:**  Optimize Keywords in Title Tag  Knowing the latest updates  **Meta Description:**  Meta Tag Checker  Optimize Keywords in Description Meta Tag  **Meta Keywords:**  Knowing Meta Keyword Tag  Importance of MKT from SE perspective  **Heading Tags:**  Optimize Keywords in Heading Tags  **Image ALT tag:**  Complete image optimization techniques & guidelines | 9 hours |
| **9** | **Internal Links:**  Internal Link  Internal Linking Important  Examples of good Internal Linking practices  Tips on Internal Linking  Applying Internal Linking practice in blog  **URL Structure:**  Search Engine friendly URL optimization  EMD or Keyword Rich Domain  Domains with dash/hyphen  Importance and value of Domain extension  Domain length issue  Optimize Keywords in Permalink Sitemap Submission & Robots.txt  **Google Search Console:**  Setting up Google Search Console  **Content Optimization:**  Setting up optimized Blog Post Title  Titles Make Difference to SERPs  Writing Purposeful Post Titles  Make Descriptive Post Titles  Use synonyms to make post Title unique from others  Word limit for an optimized Blog Post  Reducing Bounce Rate of Blog  Checking duplicate content using tools  Clever post title ideas | 12 hours |
| **10** | **Setting up site/blog using WordPress:**  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 |
| **11** | **Off-Page Optimization:**  Directory submission ,  Social Bookmarking ,  Image Search,  Guest Posting/Blogging ,  Forum Posting ,  Blog Comment Posting ,  Article Submission ,  The concept of Dofollow/ Nofollow Backlinks ,  Yahoo Answers,  Link Wheel,  Web 2.0,  Tiered link building process,  Infographic Backlink,  Video Promotion, and other form of backlink process effective now a days. | 33 hours |
| **12** | **Social Networking Sites:**  Facebook (Account)  Facebook (Like Page, Group)  LinkedIn  Twitter  Google+  Instagram  Pinterest | 15 hours |
| **13** | **Tools, Add-On’s & Extensions: Discussion on different SEO Tools:**  Backlink checker tools, techniques and counts  Checking the Backlink of a site/link  StatCounter & other web analysis tools  SEO Power Suite  **Backlink age, authority, popularity: Discussion on Backlinks:**  Backlink age  Backlink authority  Backlink popularity  How to get high quality backlinks  Course Review | 6 hours |
| **Total =** | | 120 hours |

Prepared By:

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