



## **WSP Course Outline**

### **First Day Lecture**

1. Search results breakdown (An introduction to search engine).
2. Black Hat vs White Hat SEO
3. Link Juice
4. SEO loading time
5. SEO backlinks
6. Social Signals
7. SEO and domain history
8. SEO keyword research
9. SEO resources Keywords and Domains
10. Keyword research
11. How spiders see your website
12. LINKS and the WEB
13. Search Results

### **2nd Day Lecture**

14. On- Site
15. Off-Site
16. Site Audit
17. Using Free SEO Analytic Tools
18. Will give to the student a copy of Complete SEO Video Tutorial
19. Certificate of completion will be given to the student who has been completed the training.